BROADCASTING

Broadcast Advertising

~~TECHNOLOGY DEPT:~~

PUBLIC LIBRARY
APR 5 - 1943
DETROIT

WE DIDN'T THINK THEY CARED . . . this much!

Said we recently to Crossley, Inc. . . .

"Please go out and ask women—all kinds of women—in Greater New York something like this:

'WHAT NEW YORK RADIO STATION HAS PROGRAMS THAT YOU FEEL GIVE YOU THE MOST HELP IN YOUR HOUSEHOLD WORK?'"

"Why?" asked Crossley, Inc.

"Must we be just obvious?", we replied. "Please," we urged. "Just ask, and if maybe everything's all right, we can tell people what we found."

So, Crossley interviewers asked 6,420 women personally.

In came the answers; came sorting, came compiling, came the following interesting result:

WOR	**14.1%**
Station B	**12.4%**
Station R	**9.3%**
Station X	**2.4%**

Q.E.D.—IF *YOU* MAKE SOMETHING THAT WOMEN BUY, OR HAVE A SAY IN THE BUYING OF—and *what* haven't they?—WOR IS WORTH CALLING FOR FURTHER, AND IMPRESSIVE FACTS. Our telephone rings if you dial PE 6-8600, in New York. Our address is

WOR

that power-full station

at 1440 Broadway, New York

XUM

R✓ v.242 Apr.-June 1943

BUY BONDS
FOR BOMBERS
GET 'EM HERE
KTUC BOND WAGON
KTUC BOND WAGON
2

In Tucson
It's KTUC That DOES Things

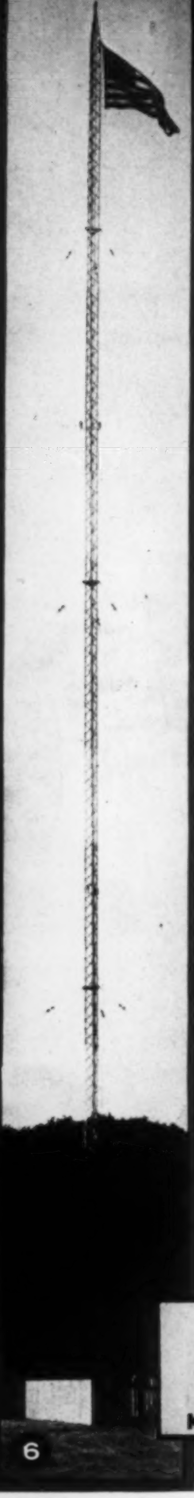
WE'RE busy at KTUC! We're doing two special broadcasts each week for the Air Corps' Marana Basic Training School, two for the Pima County Agricultural Department, one for the Pima County Schools and one for the Tucson City Schools. We're doing six programs weekly for the Pima County War Savings Committee—one a quiz program so popular it tied up the Tucson telephone system and forced us to ask listeners to mail their answers! Each noon KTUC broadcasts a recording of Tucson school children's pledge of allegiance to the Flag.

These are regularly scheduled programs of intense local interest. There are the special events, too; every time anything of local interest happens around Tucson, KTUC microphones are there, broadcasting on the spot. These are the things that make friends of listeners—catering to their local interests, serving local needs. They are the things that have built for KTUC a loyal and responsive audience—the reason why *KTUC Gets Results!*

THE PICTURES

1. KTUC Manager Lee Little entertains Marana Air Base Band following broadcast.
2. To promote War Bond sales, KTUC parked an authentic covered wagon on downtown Tucson streets, conducted daily broadcasts from it.
3. Lee Little and Wayne Sanders interview American Woman Volunteer Service workers at KTUC Bond Wagon.
4. Workers count a real "Mile of Dimes" collected when KTUC listeners were invited to lay dimes on a chalk line a mile long.

5 and 6. The American Legion participated when KTUC raised an American Flag to the top of its 181-foot tower, there to stay until Victory.



KTUC
TUCSON, ARIZONA

TO SELL ARIZONA—
The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

1400 KC. ★ 250 WATTS

RALPH W. BILBY
President
LEE LITTLE
Manager

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

Tech.

THE FACTS ARE..

NO. 2 IN A SERIES:

MEMORANDUM

DUNN SHOE STORES
OFFICE OF THE PRESIDENT

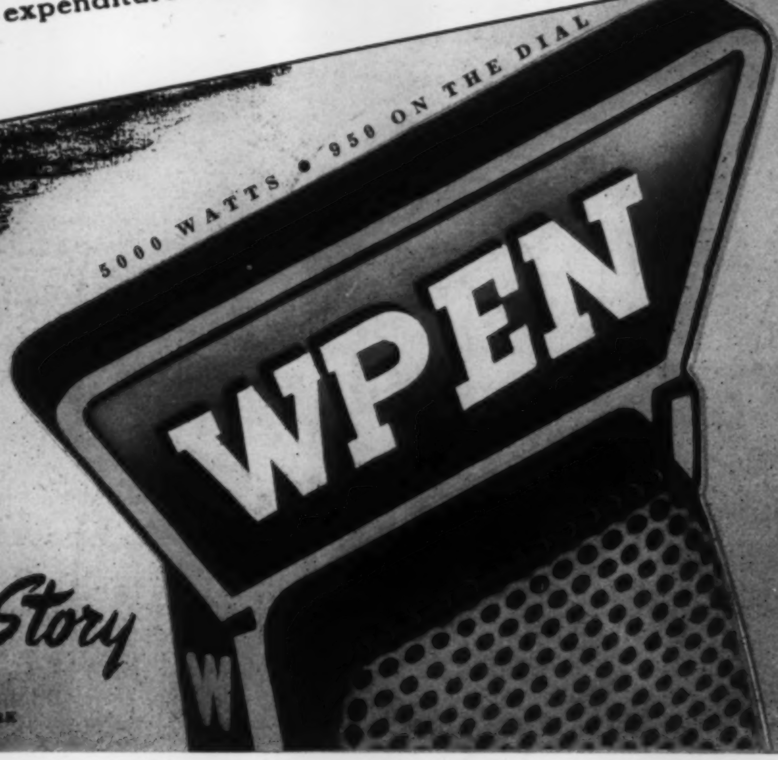
TO: Advertising Dept.: FROM: Max J. Schwartz,

As you know our "Lucky Shoe Box" Program over WPEN comes up for renewal next week.

I have decided to renew our contract for another year to continue our quarter-hour 6-times weekly program.

I am happy to report that in spite of Shoe Rationing, which went into effect early last month, our sales have a 22 per cent increase over the preceding 30 days.

Attributing our continued sales upswing directly to our WPEN Radio Advertising, I have decided to double our air-time budget and decrease our newspaper expenditure accordingly.



Watch this space each month
for another____

Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The
MOST
ECONOMICAL
BUY
in OMAHA
★
KOIL

is a MUST
For Outstate Nebraska

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • No. 14 APRIL 5, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

THE GREATEST CONVENTION
IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington
today . . . and they'll stay for the duration.

REACH THEM ALL ON
Washington's best 24
hour-a-day radio buy.

WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

WTOP *is the new name of Washington's most powerful station*

For over 14 years the station bore the name WJSV.

During those 14 years it climbed to beat the band to a top position in the nation's capital—top in programs, top in power—at the top of the dial.

As a notable CBS station, it became about as easy to listen to as anything you can imagine. Only one thing promised to make it even easier to dial to. That one thing was a new name, but above all, a precisely appropriate name, easy to remember.

Obviously, it had to be WTOP.

So—now it is WTOP.

Same place on the dial—1500. Same flawless signal.

Same superb programs. Same times of day and night—day in, day out.

Same service to advertisers in a great market, a great market growing daily to beat the band, just like WTOP.

P.S. We have already printed the new letters WTOP on our contract forms.

WTOP *Washington • 50,000 watts*

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

CBS

A-H = OTHER LEADING N. Y. STATIONS
● = WNEW LEADS FOR QUARTER-HOUR
◐ = 2 STATIONS EQUAL

		WNEW VS. A*	WNEW VS. B*	WNEW VS. C	WNEW VS. D	WNEW VS. E*	WNEW VS. F	WNEW VS. G*	WNEW VS. H
8:00– 8:15	A.M.			●	●		●		●
8:15– 8:30	A.M.			●	●				●
8:30– 8:45	A.M.			●	●				●
8:45– 9:00	A.M.			●	●		●		
9:00– 9:15	A.M.			●	●		●		●
9:15– 9:30	A.M.			●	●		●		●
9:30– 9:45	A.M.		◐	●	●		●		●
9:45–10:00	A.M.			●	●		●		●
10:00–10:15	A.M.			●	●	●	●		●
10:15–10:30	A.M.			●	●	●	●	●	●
10:30–10:45	A.M.			●	●	◐	●		●
10:45–11:00	A.M.			●	●	●	●	●	●
11:00–11:15	A.M.	●		●	●	●	●		●
11:15–11:30	A.M.			●	●	●	●		●
11:30–11:45	A.M.			●	●	●	●		●
11:45–12:00	A.M.			●	●	●	●	●	●
12:00–12:15	P.M.			●	●	●	●		●
12:15–12:30	P.M.			●	●	◐	●		●
12:30–12:45	P.M.		●		●		●		●
12:45– 1:00	P.M.			●	●				
1:00– 1:15	P.M.			●	●				
1:15– 1:30	P.M.			●	●		●		◐
1:30– 1:45	P.M.			●	●		◐		●
1:45– 2:00	P.M.			●	●		◐		
2:00– 2:15	P.M.				●				
2:15– 2:30	P.M.			◐	◐				
2:30– 2:45	P.M.			●	◐				●
2:45– 3:00	P.M.				●		●		●
3:00– 3:15	P.M.				●				●
3:15– 3:30	P.M.				●				◐
3:30– 3:45	P.M.			●	●		●		●
3:45– 4:00	P.M.			●	●		●		●
4:00– 4:15	P.M.			●	●		●		●
4:15– 4:30	P.M.				●	●	●		●
4:30– 4:45	P.M.	●		●	●	●	●	●	●
4:45– 5:00	P.M.				◐		●		
5:00– 5:15	P.M.						●		●
5:15– 5:30	P.M.				●		●		●
5:30– 5:45	P.M.			●	●		●		●
5:45– 6:00	P.M.		◐	●	●		●	●	●
6:00– 6:15	P.M.		●	●	●	●	●	●	●
6:15– 6:30	P.M.			●	●	●	●	●	●
6:30– 6:45	P.M.	●	●	●	●	●	●		●
6:45– 7:00	P.M.		●	●	●		●	●	●
7:00– 7:15	P.M.			●	●	●	●	●	●
7:15– 7:30	P.M.			●	●	●	●		●
7:30– 7:45	P.M.			●	●				●
7:45– 8:00	P.M.				●		●		●

*Network Station

Each "Mike"

WNEW

Take your choice of surveys for a picture of New York radi

NO MATTER what brand o impartiality you use—*Hoope* or *The Pulse of New York*—WNE is the most solid buy, hour-by-hour available in New York radio today.

This comparison is made by quarter hours from 8:00 A.M. to 8:00 P.M. Monday through Friday. Each column compares the size of the WNEW audience with that o another leading New York station

SOURCE:
C. E. HOOPER JAN.—FEB. '43

fo
th

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di
ha
au
eq

TH

XUM

e’Means...

eads!

for the quarter hour indicated at the left.

Wherever a microphone appears, WNEW holds a *greater* audience for the quarter hour. The half-microphone indicates that the audiences of the two stations are *equal* for the quarter hour period.

FOOTNOTE: WNEW likes the impartiality of *The Pulse of New York* even better than the impartiality of *Hooper.* (We show up better.) A more impersonal reason is that *The Pulse of New York* survey includes both telephone and non-telephone homes . . . *Hooper* only telephone homes. And in New York only 39.7% of homes have telephones—60.3% do not.

WNEW SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
10,000 WATTS DAY AND NIGHT—1130 KILOCYCLES
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

SOURCE:

THE PULSE OF NEW YORK, MARCH, 1943

A-H = OTHER LEADING N. Y. STATIONS
🎙 = WNEW LEADS FOR QUARTER-HOUR
◐ = 2 STATIONS EQUAL

		WNEW VS. A*	WNEW VS. B*	WNEW VS. C	WNEW VS. D	WNEW VS. E*	WNEW VS. F	WNEW VS. G*	WNEW VS. H
8:00– 8:15	A.M.			🎙	🎙	🎙	🎙		◐
8:15– 8.30	A.M.			🎙	🎙	🎙	🎙		◐
8:30– 8:45	A.M.			🎙	🎙		🎙		
8:45– 9:00	A.M.		🎙	🎙	🎙		🎙		
9:00– 9:15	A.M.		🎙	🎙	🎙		🎙	🎙	🎙
9:15– 9:30	A.M.	🎙	🎙	🎙	🎙		🎙	🎙	🎙
9:30– 9:45	A.M.	🎙	🎙	🎙	🎙		🎙		🎙
9:45–10:00	A.M.	🎙	🎙	🎙	🎙		🎙	🎙	🎙
10:00–10:15	A.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
10:15–10:30	A.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
10:30–10:45	A.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
10:45–11:00	A.M.		🎙	🎙	🎙	🎙	🎙	🎙	🎙
11:00–11:15	A.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
11:15–11:30	A.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
11:30–11:45	A.M.		🎙	🎙	🎙	🎙	🎙	🎙	🎙
11:45–12:00	A.M.		🎙	🎙	🎙	🎙	🎙		🎙
12:00–12:15	P.M.			🎙	🎙	🎙	🎙		
12:15–12:30	P.M.			🎙	🎙	◐	🎙		
12:30–12:45	P.M.		🎙	🎙	🎙	🎙	🎙		
12:45– 1:00	P.M.			🎙	🎙	🎙	◐	◐	
1:00– 1:15	P.M.			🎙	🎙		🎙	🎙	
1:15– 1:30	P.M.			🎙	🎙	🎙	🎙	🎙	
1:30– 1:45	P.M.			🎙	🎙	🎙	🎙	🎙	🎙
1:45– 2:00	P.M.			🎙	🎙	🎙	◐	🎙	
2:00– 2:15	P.M.			🎙	🎙				
2:15– 2:30	P.M.			🎙	🎙				🎙
2:30– 2:45	P.M.			🎙	🎙		🎙		🎙
2:45– 3:00	P.M.			🎙	🎙	◐			◐
3:00– 3:15	P M.			🎙	🎙				🎙
3:15– 3:30	P M.			🎙	🎙		🎙		🎙
3:30– 3:45	P.M.	🎙		🎙	🎙		🎙		🎙
3:45– 4:00	P M.	🎙			🎙	◐	🎙		
4:00– 4:15	P.M.				🎙		🎙		
4:15– 4:30	P.M.			◐			🎙		
4:30– 4:45	P.M.	🎙		🎙		🎙	🎙		
4:45– 5:00	P.M.	🎙		🎙		🎙	🎙		
5:00– 5:15	P.M.			🎙	🎙		🎙	🎙	🎙
5:15– 5:30	P.M.	◐		🎙	🎙		🎙	🎙	🎙
5:30– 5:45	P.M.	🎙	🎙	🎙	🎙	◐	🎙	🎙	🎙
5:45– 6:00	P.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
6:00– 6:15	P.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
6:15– 6:30	P.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
6:30– 6:45	P.M.	🎙	🎙	🎙	🎙	🎙	🎙		🎙
6:45– 7:00	P.M.	🎙	🎙	🎙	🎙		🎙	🎙	🎙
7:00– 7:15	P.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
7:15– 7:30	P.M.	🎙	🎙	🎙	🎙	🎙	🎙	🎙	🎙
7:30– 7:45	P.M.			🎙	🎙		🎙		🎙
7:45– 8:00	P.M.			🎙	🎙		🎙		🎙

*Network Station

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

EDWARD W. HAMLIN

COMMERCIAL MANAGER, KSD, ST. LOUIS

1923	B.S., Washington University, St. Louis
1923	Shallcross Printing Company
1926	General Outdoor Advertising Co.
1928	Account Executive, John Ring Advertising Agency
1931	Station KSD, St. Louis
1935	Commercial Manager, KSD

EVERYBODY knows the value of the efficient organizer who avoids fanfare and trumpets, but who gets his work done just the same—somebody who prefers to be on the winning team rather than to shine as an individual star. In short, somebody like modest, capable Ed Hamlin of KSD!

And that brings up another thing that we, being not *quite* so modest, would like to tell you about *our* work here at F&P. That's the matter of how carefully we try to keep informed as to the radio situation in all important markets, whether or not they are served by any of "our" stations. . . . F&P men are constantly traveling all over the U. S. on one radio errand or another. And in our files at our various offices we have both general and intimate data and information on almost every station and every market in America.

Anything we know or any help we can give you is freely available to you, even if you are not a customer. This is offered sincerely, and not merely as a wedge to penetrate into your friendship. It is part of the "back-up work" which we have assumed as one of our *responsibilities of leadership*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 14 WASHINGTON, D. C., APRIL 5, 1943 $5.00 A YEAR—15c A COPY

Cox Probers Conduct 3-Way Inquiry

Minute Data Asked From Members Of FCC

ALTHOUGH it has not yet set a date for commencement of formal hearings, the Cox Select Committee of the House to investigate the FCC last week had underway three separate preliminary probes—in Washington, New York and Charleston, W. Va.—and had subpoenaed records, minutes and other data at the Commission.

Evidently getting into high gear, Chairman E. E. Cox (D-Ga.), of the Committee, also announced appointment of several additional attorneys and investigators to the staff of Eugene L. Garey, chief counsel.

Probing Commissioners

At the FCC it was learned each Commissioner last Thursday had been served with a detailed questionnaire for an accounting of stewardship, and touching practically all phases of the activities of individual Commissioners. It also was learned that considerable data relating largely to broadcasting procedures, operations, decisions and minutes had been subpoenaed, though the precise material sought was not stated. The Commission itself was represented as devoting much of its time to the gathering of the material.

Chairman Cox said the Committee had appointed Edward G. Griffin, New York attorney who served as counsel both for Gov. Al Smith and President Roosevelt when they were Governors of New York, and Martin F. O'Donoghue, professor of law at Georgetown U., Washington, as members of the Washington legal staff. M. I. Hauser, partner in Mr. Garey's New York law firm of Garey, Desvernine & Garey, has been designated to handle certain aspects of the New York preliminary inquiries at a dollar a year.

Mr. Garey's chief assistant is Fred L. Walker of Detroit, who with Mr. Griffin, was in Charleston last week. The investigating staff includes James Dunn, of Philadelphia, former U. S. Secret Service official, and Robert B. Barker, for many years a senior investigator for the Dies Committee. Mr. Dunn was the chief Government investigator into the so-called leak of Supreme Court decisions several years ago.

The seven members of the FCC, it was ascertained at the Commission, initially received identical letters from Chief Counsel Garey last Wednesday, which posed a half-dozen questions regarding their functions. This letter, however, was superseded the following day by a more detailed one enumerating about a dozen questions.

Commissioners were asked questions regarding precise duties, office hours, attendance at meetings, hearings and oral arguments, absence from the Commission and the reasons, specialized work on the FCC, such as designations on particular committees, subcommittees or delegations, specific hearing cases assigned and actions thereon, procedure regarding voting on cases, whether evidence in every case requiring Commission action is read.

It was understood at the Commission that information regarding travel of Commissioners at Government expense also was requested. Presumably the data is for the entire tenure of each member of the Commission, rather than for the past year or any other specified time.

No comment was forthcoming either from the FCC or the Committee regarding the three preliminary inquiries now being conducted. Mention was made, however, that the New York probe covered such matters as the WMCA sales transaction of last year by Donald Flamm to Edward J. Noble. In Charleston, there are only two broadcast stations—WCHS, regional, and WGKV, local. Presumably the Washington inquiries related entirely to the FCC subpoenas and data.

Fly Sees President

FCC Chairman James Lawrence Fly, repeatedly at loggerheads with Chairman Cox of the Committee, called at the White House last Monday and spent about three-quarters of an hour with the President. It was reported that the major topic was the international communications merger and that the Cox Committee probe probably was not discussed in detail.

There were few new developments on other fronts regarding the FCC, which has figured prominently in Washington affairs dur-

(*Continued on page 44*)

WMC Specifies 48-Hour Procedure

Policies for Guidance Of Area Directors Are Drafted

CLEAR-CUT interpretation of the applicability of the 48-hour work week to the broadcasting industry was obtained last week from War Manpower Commission following studies initiated by the NAB Labor Committee.

In a memorandum to stations in the critical labor shortage areas, cleared last Thursday at WMC, stations are advised of procedure to be followed in complying with the new employment regulations. The detailed memorandum, covering every aspect of station operation, will be sent to stations by NAB, and, it is understood, by WMC to its field staff, with a statement of policy to guide area directors in applying the regulations to the broadcasting industry.

Survey Made

The memorandum, constituting the first detailed interpretation of the regulations as applied to a particular industry, was developed following a survey undertaken by Joseph L. Miller, NAB Labor Director, and Kenneth Yourd, assistant Washington director and counsel for CBS. The memorandum was prepared by Mr. Yourd following conversations with WMC officials, who cleared the final draft for release to stations.

WMC's formal statement of policy, which would embrace the NAB memorandum, shortly is expected to clear through WMC channels. It then will be sent to area directors as a formal opinion guiding application of the regulations to the broadcasting industry.

Following is the full text of the memorandum:

As you are undoubtedly aware, the National Assn. of Broadcasters has conducted a survey of representatitve radio stations to determine the feasibility of a 48-hour week for radio stations and to determine whether or not the various stations can increase the productivity of their staffs and more fully utilize manpower by the adoption of a longer workweek. The results of this survey have been made available to the national headquarters of War Manpower Commission.

Radio stations located in the “critical areas are not exempt from the 48-hour Order and each station must make a sincere attempt to comply with it by instituting a Minimum Wartime Workweek which makes the fullest utilization of existing manpower.” Each station should submit to the local area director, for approval, a schedule showing its proposed “Minimum Wartime Workweek”, indicating whether or not any employes can be released.

After a review of the results of the survey with WMC, NAB suggests that the following guides be used in preparing the workweek schedule for your station:

1. Executive (station manager, sales manager, program director, chief engineer, etc.) These persons, who work unlimited hours, both inside and outside of the office, and have management responsibilities, are not regarded as capable of being placed upon a fixed hourly schedule.
2. Performers, singers, musicians and other creative artists (including writers and news commentators). These persons, because of the nature of their work, are not subject to scheduling on a 48-hour basis.
3. Salesmen, in many instances work unlimited hours outside, and in many cases on a commission, or salary and commission basis. Salesmen of this type, who are not subject to the Fair Labor Standards Act, do not have their hours of work subject to computation.
4. Announcers and news men should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load

(*Continued on page 44*)

Pillsbury Begins Largest Campaign

Spots for Bread Flour on 85 Stations, 5 Times Weekly

PILLSBURY Four Mills, Minneapolis, in its largest spot campaign, has released contracts through McCann-Erickson, Chicago, for one-minute announcements to start April 5 on 85 stations for bread flour and on 55 stations for pancake flour. Announcements are five times a week on most stations. The spots for the bread flour, featuring a musical background by the Four Kernels and "War Communiques" of household hints, were placed on:

WCKY WLS WROK WMBD WCBS WISN WIBA WTAQ WSBT WISH WGL WOWO WHIO WBNS WDZ WKBW WHAM WAGE WSYR WIBX WTRY WNBF WERC KSD KFBI WCAU WEEU WSAN WHP WGAL WBAL WMAL KABC KTSM KRIS WXYZ WKZO WFDF WSAM WKBZ WHLS WTAM WTOL WAKR WIBM WMAZ WSPR WLBZ WFEA WCAX WTIC WICC WIOD WQAM WSUN WTAR WDBJ WBT WSJS KTUL KDAL KSTP WTCN WHO KRNT KSCJ WOC WMT KDTH WKBB WKBH WSAU WMFG WHLB WFMJ WHBC WCAE KDKA WFBG WJAC WSAZ WGKV WCHS WKWK WBLK.

The announcements for pancake flour are to be carried by:

WOKO WBAL WFBR WCAO WNBF WEEI WBZ WHDH WKBW WGR WBEN WGN WMAQ WLS WTAM WHK WFAA KRLD WJR WXYZ WWJ KTRH WJAC KMBC WCCO WCAU KYW WPEN WJAS WCAE KDKA WKY KOMA WEAN WJAR WRVA WMBC WGY WSPR KSD WSYR WAGE WTRY WJSV WMAL WWVA WAAB WTAG WORC WKBN.

The company is copy testing with one-minute live announcements 15 times a day on WSOY, Decatur, Ill.; KVFD, Ft. Dodge, Ia.; WMAM, Marinette, Wis., and WTCM, Traverse City, Mich.

Kenmore Plans National Spot Drive; Making Test

KENMORE Publishing Co., New York, in a national campaign for its test instruction book for servicemen, is trying out various types of programs and announcements on some 20 stations, with the possibility of expanding to from 150 to 200 outlets, if the test drive is successful. A spokesman for Huber Hoge & Sons, agency in charge, said that if the national campaign goes through, Kenmore plans to spend $10,000 weekly on spot radio advertising.

First schedule started on WHN, New York, March 22, using news, musical and variety programs on a participating or fulltime sponsorship basis. The full schedule will be underway by the early part of this week. Plans call for a test period of 10 days. Among stations used are WLW KPO WAIT WPEN WFDF CKLW.

Shampoo Series

CONSOLIDATED HAIR GOODS Co., Chicago (FIJ-OIL shampoo), has named Malcolm Howard Adv. Agency, Chicago, to handle its account and has planned an advertising campaign to start immediately. A test radio series will start in selected markets. Arthur M. Holland is account executive. The firm manufactures and distributes a number of items to the beauty shop and drug trade.

Walter J. Brown Is Appointed Assistant to James F. Byrnes

ANOTHER practical broadcaster was drafted for important service in Washington's wartime Government last week with the appointment of Walter J. Brown, vice-president and general manager of WSPA and WORD, Spartanburg, S. C., as an assistant to James F. Byrnes, Director of Economic Stabilization. Offices of the organization, one of the highest placed in the wartime Government, are at the White House.

Mr. Brown assumed his new duties April 1, and has been given leave by the Spartanburg Advertising Co., presumably for the duration. He returns to Washington where for nearly a decade he was a top-flight newspaperman, serving as correspondent for a number of metropolitan dailies in the South. He was also Congressional correspondent for BROADCASTING.

MR. BROWN

Broadcasters in Government

Mr. Brown's precise duties are not outlined, since the Byrnes organization is a small, compact unit advisory to the President. As an assistant to Director Byrnes, who resigned from the Supreme Court last year to assume the new post, Mr. Brown will serve with Ben Cohen, of the former Corcoran-Cohen legal team; Donald Russell, prominent Administration attorney, and Edward F. Pritchard, former law clerk to Associate Justice Felix Frankfurter.

Among other broadcasters drafted for duty in Washington are such figures as Gardner Cowles Jr., Assistant Director of OWI; J. Harold Ryan, Assistant Director of Censorship; W. B. Lewis, former CBS vice-president, initially chief of the Radio Bureau of OWI and now Mr. Cowles' assistant, as well as several score others in various branches of the military services.

With Mr. Brown's departure, Roger Shaffer, assistant general manager, has been designated to take over duties as general manager. John W. Kirkpatrick continues as manager of WSPA, and G. O. Shepherd as manager of WORD.

Announces FM Station

Coincident with his departure, Mr. Brown announced negotiation of a lease for property on top of one of the highest mountains near Tryon, N. C., for construction of an FM station at the war's end and resumption of work on the auditorium at Radio Center—housing the two stations. An 800-pipe Moler organ is being installed, along with an auditorium seating 150 people.

A native of Georgia and a journalism graduate of the U. of Georgia, Mr. Brown went to Spartanburg from Washington in 1940 to take over management of WORD, then under construction. WSPA, an existing station, was purchased and the two stations were operated under his joint direction. WSPA is the CBS outlet and WORD the BLUE.

During his decade as Washington correspondent, Mr. Brown covered Southern delegations in Congress and was closely associated with Justice Byrnes, then Senator from South Carolina. In joining Justice Byrnes' staff, Mr. Brown again becomes identified with Mr. Russell, who is from Spartanburg and also his associate in the development of radio in that city.

Reunion

BACK in peacetime their desks were side by side in the press department of WOR, New York. Then came war and one became a lieutenant of infantry, the other a staff sergeant in the Psychological War Section, stationed in Africa. Not so long ago the lieutenant landed in Africa and went to the public relations office of the district he was in to locate his friend. And so it's come about that Lt. Carl Ruff, former WOR trade news editor, and Sgt. John Anspacher, former WOR night publicity editor, are having a reunion on the dark continent.

C-P-P Using 75

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J., is currently engaged in a spot campaign on 75 stations for Palmolive soap, using from 15 to 75 transcribed announcements weekly. Campaign began Jan. 4, several months after C-P-P had discontinued *Bachelor's Children* on NBC for Palmolive. Program shifted to CBS, for Continental Baking Co. last September. Both accounts are handled by Ted Bates Inc., New York.

3 CHICAGO FIRMS SPONSOR BASEBAL

BROADCASTS of the home games of the Chicago Cubs and White Sox will be carried by three Chicago Stations this season, when the major leagues lead off on April 2 WGN with Jack Brickhouse, WJJ with Pat Flanagan, and WCF with Hal Totten.

P. Lorillard Co., New York (Old Gold Cigarets), through J. Walter Thompson Co., New York is again sponsoring the games on WGN. Walgreen Co., Chicago (drugstore chain), through Schwimmer & Scott, Chicago, has signed for the broadcasts on WJJD. On WGN, a ten-minute commentary and before-the-game interview program will be sponsored by Chicago Motor Club through Aubrey, Moore & Wallace.

Swing it, a quarter-hour program of recordings and baseball scores immediately following the games has been purchased on alternate days by Thomas J. Webb Co., Chicago (coffee), and Peter Fox Brewing Co., Chicago (beer). Both accounts are handled by Schwimmer & Scott, Chicago.

BORDEN BUYS TIME TO SELL ICE CREAM

H. V. KALTENBORN'S NBC commentaries, heard Monday thru Friday, 7:45-8 p.m., will be sponsored locally on WEAF, New York, by the Borden Co., New York, on a thrice-weekly basis starting April 12. This will be the first time the NBC commentator has occupied a regularly sponsored period on a local outlet since the formation of the networks.

Pure Oil Co. sponsors Kaltenborn on 33 NBC stations, excluding WEAF, Monday through Friday in the 7:45-8 p.m. period.

The WEAF commentaries will be aired on behalf of Reid's Ice Cream. Borden's has used WEAF news programs for the past several years for its ice cream products. Pedlar & Ryan, New York, handles Reid's.

For Borden's Ice Cream, a product of Borden's Pioneer Ice Cream Brands Division, Young & Rubicam, New York, agency in charge, has purchased a thrice-weekly news period by Quincy Howe, CBS commentator on WABC, New York, 6-6:10 p.m. This series started March 31.

BERT LEBHAR Jr., sales director of WHN, New York, on April 5 returns to his desk after recovering from a tonsillectomy.

Absen T

WHEN AN ABSENT "t" in a recent news release of WJJD, Chicago, changed the title of Dr. Preston Bradley's Sunday morning sermon broadcast from "Immortal Love" to "Immoral Love", both Dr. Bradley and WJJD were flooded with telephone queries from an interested press and startled radio fans. The next week Dr. Bradley sidestepped the entire "t" issue by announcing as his subject, "Answered Prayer".

Treatment of Spot Buyers Is Assailed

Agency Executive Says That Stations Favor Their Network Clients

By WALTER GUILD

Vice-President and Radio Director, Sidney Garfinkel Advertising Agency, San Francisco

TODAY the spot radio advertiser is taking a real beating. A beating which, in my opinion, is going to eventually hurt the beater more than the beatee.

Tomorrow's big network advertisers are today's spot advertisers, important in their own right today—important as a source of new network business tomorrow.

Two Proposals

The spot advertiser and the local advertiser are not being well treated. The purpose of this article is to:

(1) Discuss the violations of good business principles to which the spot advertiser must now submit.

(2) Ask these station managers who are genuinely interested in radio's future, "What are you going to do about it?"

Our office is one of the major buyers of spot radio, and when we say spot buying today is a headache, we know whereof we speak. The spot advertiser today competes with the network advertiser with all of the chips in the network buyer's possession. The radio station, which should impartially protect the interests of both of its customers, seldom unbends even to the extent of feeling sorry for the plight of the advertiser whose built-up equity in the favor of a large listening audience is swept away by a preemption.

Client Unhappy

Let me illustrate my meaning. One of our clients has a nighttime program on a large midwestern radio station. That radio program represents 100% of our client's advertising appropriation. This program succeeded in building a rating of 16.5, and has done a magnificent sales job. Whack, just like that—two weeks' notice, a few mumbled apologies to the president of the company (a very important personage in his community, by the way), and the program is out of its grand spot. But this is only the beginning.

We move to another night on the same station. Two weeks later. So sorry. Now we move to a third spot on the same station. Now we are

MR. GUILD

opposite bad news itself. We precede nothing and follow nothing. We have not sent out our laundry on this third spot—I have a hunch we are just dropping in for a moment on our way to spot number four.

The client is unhappy. This moving around has cost, and will cost, him a great deal of money. The trade is confused, his salesmen are upset, his hold on the customer has been shaken—it's a mess. This advertiser is now reflectively studying Standard Rate and Data—newspaper edition.

Another case history. In this instance five stations were affected. The program was also a highly successful one, rating well up in the top 20 in each market. What followed the preemption was ludicrous—except to the guy who pays the bills. One station offered a time one hour later. The agency placed an option, decided to buy, but the network stepped in—no soap. The next offer was opposite B. H., a well-known comedian. We switched to the competition, which necessitated much replacing of ads, loss of audience, etc., etc.

On another station (same program), after the preemption, the agency signed up for a new time—it was sold network two days later; another spot was selected, same thing. Another selection, another disappointment, and so on. In the 28 days' notice period we were preempted four times before we even got on the air.

Shifted About

Of 16 radio accounts in our office, I do not know of one which has not gone through the routine at least once . . . none of the clients has learned to like it.

Before going further, may I hasten to add—not all radio stations have been guilty of such inhospitality. Some have guaranteed the time our clients pay hard earned cash for. Some have, believe it or not, refused the network program and kept the spot program. The amazing fellows who manage these stations say they believe the spot buyers' money is as good as the network's—and good customers may come in handy again some day.

In most of the cases where the spot program was preempted the ratings slipped. In the case of the 16.5 show, the network superdooper produced a mild 8.6. The idea that local or spot set programs are necessarily inferior in audience appeal to the network offerings is bunk.

Station Loses

So the public's interest is not served in all cases by discarding the spot program for the network commercial.

The station loses in many ways by most preemptions. It often loses listeners when the local favorite is "bumped." The preemption weakens the confidence of the spot radio buyer, often damages him irreparably and, worst of all, impedes his program as a successful radio advertiser.

Any station operator who will bother to study a sponsor's problem even slightly must realize the hardship often worked by a "bump". Spot advertising is definitely risky, and getting riskier every day. Telling the spot buyer to pass up the network stations and be content with the number three and four stations is not the answer.

The advertiser whose product belongs in a slick publication is not going to do a job in the pulp. He is under no more obligation to build a station's audience than network buyer is.

To sum up—as long as a local or spot radio buyer pays the same rates, and makes the same contribution to the station's program quality, he should receive the same protection, the exact treatment the network buyer receives.

How this is to be accomplished I do not know. The fact that something must be done seems obvious to me. Radio cannot do without new customers, any more than other businesses. The spot radio advertiser must be encouraged. not penalized, if radio is to thrive.

It seems to me these problems have been generally ignored on the theory—"Don't notice it and perhaps it will go away". Right—it will go away, but we will not like it.

May I respectfully suggest that the radio station managers who have arrived at a solution of the problem tell the others how they do it—or come up with an industry-wide answer to the question—"What are you going to do about it?"

HOTTEST spot in radio today, business-wise, is that of the spot timebuyer· The writer, a well-known agency figure, handles a substantial amount of spot radio on the Pacific Coast. Among the Garfinkel accounts: Polar Brand Frozen Foods, Remar Baking Co., Gravem-Inglis Baking Co., El Dorado Oil Works, El Dorado Brewing Co., Haskins Bros. & Co., Rosefeld Packing Co. The writer poses questions striking at the very foundation of commercial broadcasting. Stations, their representatives, networks and advertisers—national, regional and local—all are familiar with them. We predict it will hit the agenda of the NAB War Conference in Chicago later this month.

NORTHWEST PLACES FARM BOOK SERIES

BLUE RIBBON BOOKS, New York, through Northwest Radio Adv. Co., Seattle, on March 29, started a radio campaign to promote the sale of a new book titled *Successful Farming*. Five and 15-minute programs and one-minute spots are used one to six times daily. The following stations are included in the starting list:

KARK KFBI KFEQ KFOR KGGM
KGLO KHAS KILO KMA KMMJ KOB
KOWH KRIC KSAL KSO KUTA KWK
KXOK WAKR WALA WBAL WCAX
WCSC WDLP WEBC WEW WGAN
WHKC WIBC WIGM WINS WINX
WJBO WJTN WKRC WLPM WMEX
WNAX WOW WPRO WRVA WSPR
WTAD WTRC WWL CKLW KFVD KMED
KMTR KQW KSFO KVCV KYA KROW
WASK WTEL KRLC KEVE WSOO
KOBH KDTH KLPM KROS WFMD
WSAZ WHOP WLBC WTAX WOCB
WKNY WJAG WEBQ KWON KTRI
KICD KENO WLAY KMOX WBT KDKA
WNAC WHN WLS WSM KELA KFDM
KFH KFPY KGHI KGNC KHQ KIT
KNOW KOME KPQ KRLD KSEI KTAR
KVOD KWKH WAAF WCAR WCFL
WDAY WDSU WENR WFAA WHAM
WHO WIBU WING WIS WJDX WKAT
WKZO WLW WMFJ WNBH WPEN
WREN WSB WTAR WTRY WWVA KFBK
KGDM KMJ KPAS KRE KTKC XEAC
KORN WFHR WSBA KOOS WTTM WKBZ
KGGW WBLJ WCAZ WJMS WSON
WKST XENT WISR WTAQ WMJM
WFTM KWFT KVAN KSJB KGY KBIZ
KFAB KFEL KFKA KFNF KFYR KGGF
KGHL KGVO KIDO KLZ KOAM KORE
KPRC KRGV KRNT KSOO KTFI KWIL
KXL WAGE WAKR WCAU WCKY WDBO
WDZ WENY WFDF WHAS WIBA WIBW
WIZE WJJD WKBW WLOL WMC WMT
WOLF WPIC WROL WTCN WTMA
WTRY WWDC WXYZ KFRE KHSL
KMPC KPO KRED KTRB KPRO WJBK
KWJJ WPAD KLBM WTTM KFRO KXEL
KLUF KVFD WCLS WSNY KVI XELO
WEGO WHBY WFIN WDSM KUJ KOVO
KFJZ KAVE.

Resinol Places

RESINOL CHEMICAL Co., Baltimore, April 5 starts three participations weekly on the Kibitzer's program on WJZ, New York, for Resinol soap and ointment. Contract for 13 weeks was placed thru Charles W. Hoyt Co., New York.

Small Attendance At Chicago Urged

ODT and NAB Suggest Only Essential Personnel

FOLLOWING a meeting of officials of the Office of Defense Transportation and NAB last Friday a bulletin was sent NAB members discouraging attendance at the War Conference in Chicago of all persons "not absolutely essential personnel".

The NAB urged consideration of two questions:

Will the persons who go to Chicago contribute constructively toward assisting the broadcasting industry in more effectively aiding the war effort; and will these persons attend the serious sessions arranged for them and thus benefit from a clearer understanding of their responsibility and expected service.

Limited Attendance

The association advised anyone not included in one of these conditions to stay at home. "It is intended that this year's conference be limited strictly to those members responsible for its continued functioning in the war program," the bulletin said.

Following the ODT conference the NAB also announced definitely that promotion displays were out. Stations were requested to send no materials to Chicago and not to expect to display any. Associate members also were instructed not to plan exhibits in order not only to save transportation of personnel but also express and mail space.

RCA'S ADVERTISING GIVEN 4 AGENCIES

FOUR New York advertising agencies to handle the various advertising activities of the RCA-Victor Division of Radio Corp. of America were announced last week by Henry C. Bonfig, sales manager.

Ruthrauff & Ryan has been selected to handle the advertising of RCA-Victor radios, phonographs and television instruments, it was stated, while J. Walter Thompson Co. will handle Victor and Bluebird phonograph record advertising as well as RCA-Victor's international division.

Advertising of the company's radio tubes, special radio instruments and industrial electronic and radio apparatus, goes to Kenyon & Eckhardt together with the electron microscope, theatre sound equipment and industrial sound systems. Financial advertising of RCA will be handled by Albert Frank-Guenther Law.

Foote, Cone & Belding, which on Jan. 1 took over the accounts of Lord & Thomas, former RCA agency, continues to handle all advertising for NBC and BLUE, network companies wholly owned by RCA.

W55M, the *Milwaukee Journal* FM station, has appointed Eward Petry & Co. as its commercial representative, making it the first FM station to join the Petry list. Petry also represents WTMJ, Milwaukee, also operated by the Journal Co.

Small Newspapers Urge Bill For U. S. Advertising Fund

SHROUDED in the utmost secrecy, a move is afoot in Congress to subsidize small newspapers by authorizing the Treasury to appropriate $25,000,000 or more annually to be used for newspaper advertising.

At the same time the second discrimination against radio made itself evident when the House Committee on Post Offices and Post Roads reported favorably on a bill introduced by Rep. Hagen (P-Minn.) to permit newspapers and periodical publications, forced to suspend because of wartime conditions, to resume publication within six months after the war without payment of an additional second-class mailing privilege fee (HR-1004).

Quite the contrary happened to small stations last month when the FCC denied local outlets permission to suspend without prejudice for the duration, regardless of their financial status as a result of the war [BROADCASTING, March 15].

Senator Bankhead (D-Ala.) told BROADCASTING last Friday he is preparing a bill to provide Government paid advertising for newspapers. Asked point blank if his measure would allow for radio advertising, too, the Senator said:

"I have nothing to say at this time. I am working on a bill and I hope to have it ready to introduce next week, but until then I have no comment."

It was learned, however, that the Bankhead measure as now drafted would channel the Government's advertising to newspapers with no provision for radio. In view of the millions of dollars in time and talent donated to the Government by the industry [BROADCASTING, March 29], it was considered likely that the bill would meet strong opposition in both Houses of Congress.

Senator Willis (R-Ind.), himself a weekly publisher, said Friday he was seeking some means by which the Government could pay newspapers—especially small dailies and weeklies—"to channel information to the people without compromising the editorial policy of the newspapers or establishing the embarrassing influence of a subsidy".

Opponents of such a move were quick to emphasize that newspapers already are being paid for Government advertising, having been given permission to sell to local advertisers page spreads on War Bonds, food rationing and other elements necessary to the war effort, while radio is freely giving time, talent and effort without a cent of remuneration.

Kellogg Placing

KELLOGG Co., Battle Creek (corn flakes) is placing quarter-hour transcribed morning musical programs, *The Rose Room,* five times a week on approximately 30 stations including a group of 18 Don Lee stations on the West Coast.

Fight Over Grade Labeling Intensifies With Decision Promised Within a Week

FIGHT over grade labeling reached new intensity last week with canners on one side and consumer and labor groups on the other battling to get a decision from Price Administrator Prentiss Brown, who appeared ready to abandon the position he had taken Feb. 25 when he insisted that the device was necessary as a price control mechanism.

With a decision promised within the next week the consumer groups increased their pressure in defense of the regulation which was to affect the 1943 pack of canned vegetables and fruits. The National Consumer-Retailer Council Inc., wrote Mr. Brown that "grade labeling is basic to wise buying by the consumer" and that it "is also practical from the business point of view."

This was the opposite of the argument pressed by canners that the rule was unnecessary and impractical. Canning interests testified that it would cost $8,000,000 to overprint labels, and that it might not be done in time. They also said inspection would be difficult since there was not time to train competent examiners.

After hearing proponents of grade labeling Chairman Fulmer of the House Agriculture Committee said Tuesday that he approved the principle but was not sure the program should be put in effect at this time. "The question might cause enough arguments to interfere with production," he said.

As the argument grew hotter, OPA's new public relations chief, Lou R. Maxon, became involved as the OPA Labor Committee demanded that Mr. Maxon be dismissed from government service for saying "I hardly see how we can use this agency to put through a reform measure which has repeatedly been rejected by Congress." The Labor Committee charged that Maxon was using public office "to further private interests and private views." The committee apparently referred to the fact that Mr. Maxon's Detroit agency handles the H. J. Heinz account.

'Essential' Policy Not Yet Explained

Fly Awaits McNutt Answer to Request for Clarification

BWC-FCC Chairman James Lawrence Fly is awaiting an answer to his letter to War Manpower Commission Chief Paul V. McNutt, seeking clarification of an apparent conflict of Selective Service operations with the function of BWC. Mr. Fly is seeking to resolve a situation in which Selective Service holds that under the law its local boards are free to determine which of competing local radio stations are essential to the war [BROADCASTING, March 25].

Although stressing that there is no real conflict or controversy at this time, Chairman Fly is seeking an explanation of a letter written by Selective Service to a radio station in the New York metropolitan area, asserting that although radio communications is an essential industry, it does not necessarily follow that every unit of such an industry is essential.

Boards Autonomous

Mr. McNutt said draft boards have been doing a fine job under great pressure. "I won't for a moment do anything except to uphold their hands," he said. Mr. Fly likewise said he had enjoyed cooperative relations with WMC.

Mr. McNutt explained that the WMC could give a man essential rating so that he could go before his local draft board to plead his case, but the board had to decide on the merits. Meanwhile, Mr. Fly said Monday that he had sent a second letter to the WMC, amending his previous inquiry in the light of "satisfactory" correspondence in the case of WOLF, Syracuse, last summer.

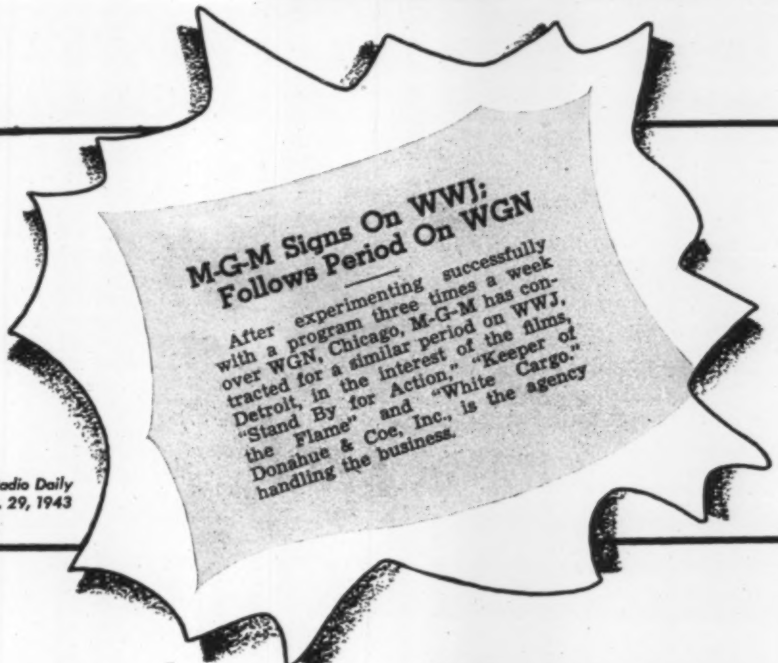
Although the industry generally was experiencing the prevailing difficulties in getting deferments, at least one new benefit was seen in prospect last week from its essential rating. With the administration increasingly putting work-or-fight pressure on over-age and physically handicapped men subject to Selective Service, it would appear that some relief would be available through the favorable position essential industries will have in drawing on that manpower.

Illustrative of the trend was the enforcement Thursday of the work-or-fight order for men with dependents who have been shut out of 35 "nonessential" occupations and industries will undoubtedly follow, but it is unlikely that essential industries such as radio, will be denied their employes by such measures as these.

FRANK R. STEEL, president of the Chicago agency bearing his name, has joined the sales staff of WBBM, Chicago. He is a former vice-president in charge of radio at McJunkin Adv. Co., and Critchfield & Co., Chicago.

WGN

best for test



M-G-M Signs On WWJ; Follows Period On WGN

After experimenting successfully with a program three times a week over WGN, Chicago, M-G-M has contracted for a similar period on WWJ, Detroit, in the interest of the films, "Stand By for Action," "Keeper of the Flame" and "White Cargo." Donahue & Coe, Inc., is the agency handling the business.

from Radio Daily — Jan. 29, 1943

Whether you are testing a program, product or premium, WGN is the ideal station for your purpose.

First because WGN occupies a dominant position in the Chicago and midwestern market, assuring you of sufficient data to make the test a dependable guide for future advertising plans.

Secondly because WGN's program department gives individual attention to the production of every program originating from the station.

We believe no other radio station is so well equipped to do this job for advertisers. There is no substitute for WGN's record of successes.

A Clear Channel Station

50,000 Watts WGN *720 Kilocycles*

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ ***PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.***

Cohen Succeeds Meservey at OWI

Assistant Radio Chief Resigns; Other Changes

RESIGNATION of Douglas Wyman Meservey as assistant chief of the Office of War Information Radio Bureau, announced by Donald D. Stauffer, chief, has resulted in a general reorganization of the Bureau.

Mr. Meservey tendered his resignation last week, to become effective April 17, just 17 months after he entered Government service. He will be succeeded by Philip H. Cohen, chief of the Bureau's Government Liaison section.

Connor Moves Up

Two other key men move into bigger jobs. Richard F. Connor, chief of the industry relations section, becomes head of the Station Relations Division, a step upward for the former West Coast broadcasting executive. In his new capacity Mr. Connor will be charged with liaison with the nation's broadcasters.

William M. Spire, recently named chief of the Allocation Division [BROADCASTING, March 22], becomes head of the newly-created Government Liaison and Allocations Division, a post established following recommendations of Mr. Connor for more strict enforcement of OWI Regulation No. 2, relating to Federal agencies. Mr. Spire will coordinate all Government requests for time and direct the scheduling of war messages and programs.

Serving under Mr. Spire will be four key persons, including Charles Harrell, formerly of WBEN, Buffalo, who joined the OWI early in March as assistant to Mr. Cohen, and Lee House, former continuity chief of WLW, Cincinnati, who originally was with the Office of the Coordinator of Information.

George Zachary, who has been chief of the program service section, becomes head of the newly-created Production and Editorial Division. Mr. Zachary, before joining the OWI, was for several years writer-producer of several network programs. He became affiliated with CBS New York in 1936 as writer and producer of musical and dramatic shows. He still directs the Coca Cola *Pause That Refreshes*. He will supervise production of all programs originating with the OWI.

Meservey Plans Rest

It was on Nov. 17, 1941 that Mr. Meservey took a leave of absence from NBC New York, where he was assistant to Bertha Brainard, manager of the network's program and talent sales department, to become assistant to William B. Lewis, who left CBS to become chief of the Radio Branch of the Office of Facts and Figures. Mr. Meservey has not announced his future plans although after a two months' rest he hopes to continue to be identified with radio in the war effort. His was Mr. Lewis' first appointment after the OFF was created by Executive Order in the fall of 1941, with Archibald MacLeish, librarian of Congress, as director.

Mr. Cohen

Mr. Meservey

Mr. Connor

Mr. Stauffer

Mr. Lewis' second appointment to the OFF Radio Branch was that of Mr. Cohen, who had been serving as chief of the Rockefeller Radio Research Project of the Library of Congress. For several years Mr. Cohen was a network producer, having directed shows on NBC and the BLUE in New York for three and a half years. He founded and directed the New York U. Radio Workshop and served as director of radio production for the U. S. Office of Education.

Mr. Spire entered Government service two years ago as assistant to Bernard Schoenfeld, then chief of the Radio Branch, Office for Emergency Management. He was transferred last August to the OWI as coordinator of campaigns in the Radio Bureau. Before his Government affiliation Mr. Spire was radio director of McCann-Erickson, New York.

Under his supervision all Government programs relating to food, nutrition, rationing, recruiting for the WAACs and WAVES, and other functions will be channeled to radio.

Connor Would Protect Radio By Enforcement of OWI Rule

Station Relations Chief Says Strict Adherence To Regulation 2 Would Avoid Duplication

STRICTER enforcement of Regulation No. 2, issued Oct. 1, 1942, by Elmer Davis, Director of the Office of War Information, was recommended last week by Richard F. Connor, chief of the OWI Radio Bureau Station Relations Division, upon his return to Washington from a nationwide tour during which he met with broadcasters and OWI consultants.

Although it was pointed out that virtually every Federal agency is adhering to Regulation No. 2, which provides for the channeling of all radio time requests through the OWI, broadcasters have voiced objections to the surfeit of war information they are requested to carry.

Refer to OWI

In some instances field representatives of Government agencies have requested time for material which had not been cleared by the OWI and scheduled under its Allocation Plan. When those instances arise, however, OWI officials pointed out, broadcasters should immediately refer the requests to the OWI.

"Stations can help, when any Government agency requests time, by referring the queries to the OWI, either in Washington or to field representatives," said Mr. Connor. "For their own protection broadcasters should refer all requests from Government agencies to the OWI unless they know that the requests come from our office through the established Allocation Plan."

The problem of excess Government messages on the air as well as others gleaned by Mr. Connor and various OWI consultants at the series of meetings were to be aired today (April 5) at a meeting of consultants at the Medinah Club, Chicago. Attending the conference, besides Mr. Connor, were to be Donald D. Stauffer, chief of the Radio Bureau; his new assistant, Philip H. Cohen (see this page) and Mrs. Elaine Ewing, assistant chief of station relations.

Duplication Can Be Avoided

Broadcasters generally feel there is too much war information on the air, both from the Federal Government and State and local viewpoints. It was pointed out, however, that OWI Regulation No. 2 covers only Federal agencies, but what duplication of effort is taking place in the Government agencies can be eliminated by strict enforcement of the Regulation.

Duplication of OWI messages can be avoided, Mr. Connor explained, if broadcasters will follow schedules suggested under the Allocation Plan. Each broadcaster is given a complete summary of what the OWI is doing, nationally, regionally, and locally with a view to avoiding duplication. Generally where duplication occurs it is to a break in the OWI original s gestions or to requests from in vidual Government agencies.

OWI regional offices will, in near future, issue a monthly p ority guide, giving relative imp tance of all campaigns as th apply to certain regions.

OWI has had under considera the question of one-minute tr scriptions and within a short t expects to make an announcem of policy. Broadcasters genera feel that the OWI could acc plish more and reach peak a ences by adopting the chain-br announcement, which has been u effectively by national advertis They point out that because t transcribed announcements run minute in length, it often is nec sary to schedule them at the beg ning or end of programs which not reach the maximum audien

Improvements Made

Consultants who have fortif themselves with questions fr broadcasters throughout the co try will leave Chicago with de nite answers to many proble covering various OWI progra announcements and the overall w effort as it relates to radio.

Several improvements have be made in the *Uncle Sam* transcrib series, which is approved for sp sorship. Opening and closing a nouncements have been reduced length and some changes have be made in characterizations.

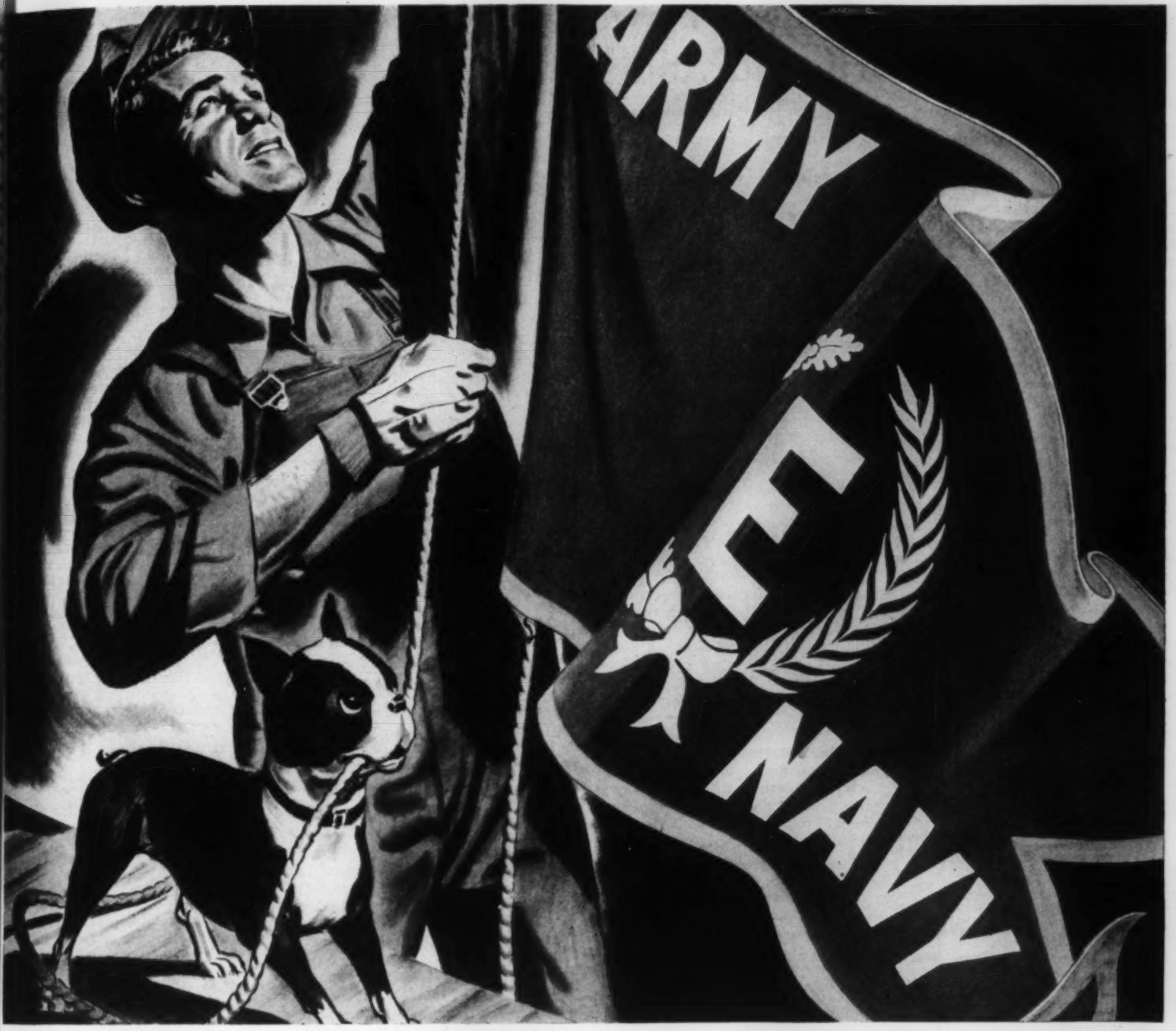
A few broadcasters questio the series because no big-name ta ent is used. OWI contends th name talent is only a part of Ame ica's vast entertainment pers nel. Top-notch actors and a nouncers, unheard of national but leaders in their fields, hav volunteered their services alo with the better-known personali ties, and the OWI feels that the unknowns, who will be stars tomorrow, should be given an o portunity to serve as well as othe

The *Uncle Sam* series was neve intended to be only entertainmen such as the *Treasury Star Parade*, but at the same time it is not intended as a purveyor of propaganda, according to the OWI.

"Elmer Davis has instructed members of his staff to report facts truthfully," said Mr. Connor. "This we are trying to do. The fact that almost no complaints on *Uncle Sam* have come from the public indicates that we are coming close to the job. The program can be, and increasingly is, entertaining."

Several other questions were to be ironed out at the meeting in Chicago, although generally the industry feels that the OWI Allocation Plan is the solution to the flood of Government requests with which radio has had to cope.

Mr. Connor's itinerary took him to Atlanta, Detroit, Butte, Mont.; Seattle, Portland, and into California and Texas. Prior to that trip he conferred with consultants and broadcasters of Kansas, Oklahoma, Arkansas, Louisiana and New England.



Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort . . . to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not *win* the war, but they will *help*.

* * *

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION • COLUMBIA BROADCASTING SYSTEM

G. A. Richards, President; John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

North Dakota Bolts War Time; WPB Scouts Farm Aid Angle

Radio Bears Brunt of Existing Confusion As Minnesota, Other States Consider Change

LOSS of considerable audience in North Dakota and a similar threat throughout the entire Midwest, as a result of a move to abolish Federal time which is sweeping the nation, faces sponsors whose programs originate under Eastern War Time.

North Dakota last Thursday began operating under Mountain War Time which, in effect, placed that State under Central Standard Time. It had been under Central War Time, in keeping with the Congressional Time Act of Jan. 20, 1942.

Governor Opposes Change

Passed in the North Dakota House 102-5 and in the Senate with only 7 dissenting votes, the bill, signed March 18 by Gov. John Moses, places North Dakota on Mountain War Time for the duration. As he affixed his signature to the measure Gov. Moses declared he was "personally opposed to time change". He added "difficulties are obvious. There will be no end of confusion. It will lead to waste of time, waste of effort, and inconvenience." He couldn't veto the bill, however, because only a dozen opposition votes were cast in both Houses of the State Legislature and his veto would have been overruled.

North Dakota had been functioning under two time zones, divided by the Missouri river which runs through the central part of the State. East of the river the State had been under Central Wartime and on the west Mountain War Time, since the Congressional Federal Time Act. Now the entire State goes under Mountain War Time.

Unlike Ohio, Michigan and Georgia, individual cities apparently do not have authority to remain on War Time through action of city Governments although prominent attorneys believe that mayors of the cities could issue proclamations retaining fast time.

At Valley City, N. D., the Chamber of Commerce voted Wednesday night to remain on Central War Time because it gives "more time at the day's end for townspeople and school children to go into the fields and help farmers". Thursday, however, the action was rescinded in face of stormy opposition. In Fargo, WDAY and the railroads continued to function under Central War Time, but if Minnesota abolishes Federal Time (and a movement in that direction is gaining a foothold) WDAY will be forced to revamp its schedule and go on Mountain War Time, acording to Barney Lavin, station general manager.

"'It will be the same headache we always had when the East went to daylight saving time before the war," said Mr. Lavin. "It will mean a two-hour spread between Eastern shows and here." That two-hour spread is enough, it was pointed out, to deprive many national advertisers of audiences already built to say nothing of the loss of revenue to be incurred by North Dakota stations.

In Minnesota the House has passed a bill to return the State to slow time and favorable action in the Senate is expected.

Meantime the Military Affairs Committee of the Wisconsin State Legislature has petitioned Congress to repeal Federal Time for the entire midwestern area. Rep. Keefe (R-Wis.) last Wednesday read into the *Congressional Record* a communication from the Committee, including a copy of a joint resolution adopted by both the Senate and Assembly of Wisconsin, memorializing Congress to restore Standard Time to that State.

The Committee went a step further, however, and advised Rep. Keefe that "it is the feeling of the Military Affairs Committee that the restoration of Central Standard Time in Wisconsin and the Midwest States will greatly benefit the farmers in this area and will be a distinct aid to the farmers in equaling or exceeding the 1942 farm production which is so vital to our war effort."

War Time Essential

Wisconsin's bill to restore Standart Time is being held in the Senate Military Affairs Committee, pending advice from Rep. Keefe and possible action by Congress. It is definitely known, however, that the House Interstate & Foreign Commerce Committee, to which time change proposals have been referred, is opposed to any change until after the war.

War Production Board has issued a statement [BROADCASTING, March 29], in which it was asserted: "The observance of War Time throughout the U. S. is essential if this country is to meet its production requirements. . . . A failure to observe War Time will result in severe strains upon power resources and in a diversion of essential materials which will seriously hamper the production of ships, tanks, planes, ammunition, synthetic rubber and aviation gasoline."

Failure of a state to observe War Time becomes "very serious in times of war", the statement said. "With transportation facilities of the country already taxed to capacity, a lack of uniformity in the use of War Time throughout the 48 States impairs the efficient operation of these facilities and results in public confusion, causing delays and waste of manpower in the shipment of war materials," WPB continued.

"The great advantages of War Time have obviously not been effected without inconveniences . . . Experience has shown that while some groups, particularly in the agricultural areas, may find that they are inconvenienced and that War Time is of little benefit to them or to their production, the interest of the country as a whole requires the observance of War Time.

"To offset these inconveniences," WPB explained, "the possible readjustment of time schedules in the picking up and delivery of dairy products is a matter which should be carefully explored . . . Although in England one of their most serious problems is that of food production, they have found that the saving resulting from the adoption of two-hour War Time in the summer months and one-hour War Time the rest of the year has more than justified its adoption."

Georgia, Ohio and Michigan, first of the States to bolt the national policy and restore slow time, continue in a state of confusion, with radio carrying the brunt of the headaches. The Office of War Information has scheduled vital messages and information necessary to keep the public informed throughout the country to reach peak audiences. With individual States adopting Standard Time, millions of listeners have been lost in the shuffle and the problem of reaching the most people at any one given time has become perplexing in the states which are attempting to function not under universal time but under split time within their own boundaries.

AIRPLANE ACROBATICS are explained to Cadet Neal Byrd by Bob Wilbur, former manager of WTSP, St. Petersburg, Fla., now Army flight instructor at the Lodwick School of Aeronautics, Lakeland, Fla. In radio since the early thirties, Wilbur has been news announcer for NBC and director of radio publicity for the Florida Citrus Commission.

AS GROUNDWORK for further expansion of its export business after the war, Philco Corp. by agreement with American Steel Export Co. has formed the Philco International Corp. with offices at 230 Park Ave., New York, to handle sales of Philco products in all countries outside the U. S., Larry E. Gubb, chairman of Philco's board of directors, and Howard W. McAteer, president of the steel company, announced last week.

LEHN & FINK QUIZ STARTS APRIL 2

DETAILS of the new quiz show which Lenn & Fink Products Corp., Bloomfield, N. J., will sponsor on 204 Mutual stations, starting April 28, were released last week by Wm. Esty & Co., New York, agency in charge. Show, to be heard Wednesdays 8:30-9 p.m., will promote Hinds Honey and Almond Cream with hitch-hike announcements for Etiquet deodorant and Pebe toothpowder.

Titled Tak-a-card, the series each week will feature four contestants selected from the studio audience at the new WOR-Mutual Guild Theatre, New York, and one guest star contestant. Each participant, drawing four cards from a pack of Jumbo playing cards, can try for four questions. For each question correctly answered, he wins a cash prize totaling the same as the face value of his card from the 10 to the deuce inclusive.

For face cards, the successful contestant wins gifts worth $15 for the Jack, $20 for the Queen, $25 for the King, and $50 for the ace. For each question missed, the cash lost is placed in a "kitty" which all contestants can try for on a final draw at the end of the show. A $100 War Bond is also given any contestant whose cards are all black or all red.

Quizmaster of the series will be Wally Butterworth, assisted by Margaret Johnson as "Honey", and Alton Rinker will produce and direct for the Wm. Esty agency.

WTAG Joins CBS

RELINQUISHING its NBC affiliation, WTAG, Worcester, Mass., on April 5 joins CBS as a basic outlet for the netwook. Owned and operated by the Worcester Telegram Publishing Co., the station climbed from a power of 250 w. in its pioneering days to its present 5,000 w. day and night. WTAG was the first Worcester station to present network shows, joining NBC's Red Network in 1926. Managing director is E. E. Hill, with David H. Harris program-production manager and Herbert L. Krueger commercial manager.

FORMULA FOR NETWORK

Mosby Suggests Solution for Option Privileges

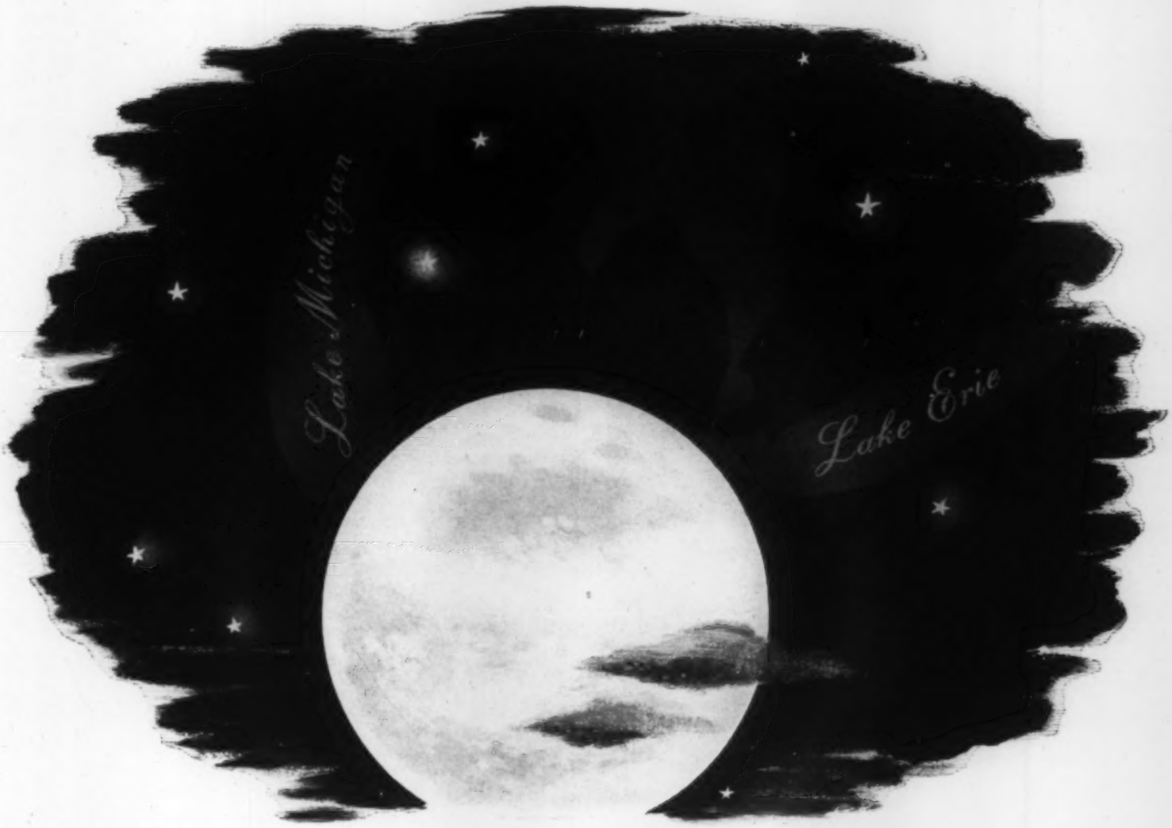
A "SIMPLE, constructive and systematic method" of solving the option time enigma so objectionable to the FCC and of enabling affiliated stations to guarantee time to non-network advertisers is proposed by Art J. Mosby, general manager of KGVO, Missoula, Mont.

In a letter to BROADCASTING last week, Mr. Mosby made these suggestions:

"Give the networks preemption privilege on (1) the first 30 minutes of every daytime hour; (2) the first 45 minutes of every night time hour."

He commented that the formula was "both simple and systematic" and avoids all the confusion of the proposed "block system" and is "just and equitable to all persons involved."

XUM



Reach for the Moon —AND GET IT!

Frankly, this illustration is a bit on the fantastic side. It is simply an attempt to fix the WOWO Market in your mind geographically. "Fort Wayne" does not give you the complete picture. It's a fine city and a prosperous one, but it represents only 5% of the 2,000,000 WOWO Market, and only 8% of retail sales. ★ If you should put one point of your dividers in Fort Wayne and, with the other point, scribe a circle 200 miles in diameter, *that* would roughly represent WOWO's 62-county, tri-state Primary Area. It would be like hanging a moon on the tips of Lake Michigan and Lake Erie, with the moon-glow taking in our Secondary Area, in the shape and proportion shown here. ★ The WOWO Market is half urban, half rural. It embraces 21 cities of 10,000 population or more. Two million souls in two hundred miles . . . loyal listeners to WOWO's fine programs. The "moon" is shining bright upon the Wabash. Let it shower its silver on your dealers' counters.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • KDKA • WBZ • WBZA • KYW
REPRESENTED NATIONALLY BY NBC SPOT SALES

WOWO
FT. WAYNE, IND.
10,000 WATTS

Analysts of FBIS Before Dies Group

Investigating Subcommittee To Make an Early Report

A FULL report of a subcommittee investigation into the affiliations of three employes of the FCC soon will be laid before the House, Rep. Martin Dies (D-Tex.) chairman of the House Committee Investigating Un-American Activities, said on the floor last Wednesday.

He disclosed that the subcommittee, headed by Rep. Starnes (D-Ala.) had held hearings on the activities of Dr. Goodwin Watson, chief of the analysis section of the FCC Foreign Broadcast Intelligence Service, and Dr. Frederick Schuman, FBIS analyst.

"I venture to say that when the House of Representatives reads the testimony that is now being adduced before the gentleman from Alabama (Rep. Starnes), and you read the documentary evidence which supports the charges, the overwhelming majority of the Members of this House will agree that the charges are well supported," said Mr. Dies. He had charged that three FCC employes are Communists [BROADCASTING, Feb. 8].

Speaking during debate on the War Security Act, the Texan charged that FCC staff members had released a story that he was the most quoted American on the Axis radio. "Dr. Watson and Fred Schuman in the FCC were under investigation, and the FCC, not daring to make this false charge, permited someone in the organization to give the false information to *PM*," he asserted.

Chicago Institute

ANNOUNCEMENT of the second annual NBC-Northwestern U. Summer Radio Institute was made last week by Harry C. Kopf, vice-president and general manager of NBC Chicago. Convening June 21 and extending through July 31, courses carry full university credit and are to be confined to 100 persons who reveal a special aptitude for radio. Instructors are Judith Waller, William Kephart, Arthur Jacobson, Martin Magner, Charles Urquart and Beverly Fredendall of NBC and Albert and Lois Crews of Northwestern. Similar Institutes patterned on the Chicago school will be inaugurated this year at Stanford U. and U. of California at Los Angeles.

Bond Bread Expands

GENERAL BAKING Co., New York, has increased its northeastern spot radio campaign which began in January in New York state and New England, as well as in other national markets, for Bond bread [BROADCASTING, Jan. 25, Feb. 1]. To a list of six New York City stations, the firm has added nine outlets, at the same time increasing by two stations each the Upstate New York lineup of 6, and the New England list of 14. Expansion went into effect March 11. Agency is BBDO, New York.

NAVY ASSIGNMENTS SHIFTED

CAPT. REDMAN

CAPT. HOLDEN

Capt. Joseph Redman Assigned Capital Communications Post

Succeeds Capt. Carl F. Holden, Nominated for Rear Admiral and Assigned to New Battleship

A SWITCH in assignment which brings Capt. Joseph R. Redman back to his former post as Director of Naval Communications after a half-year in the war zone, was announced last week by the Navy. He succeeds Capt. Carl F. Holden, who replaced him last September and who shortly takes command of a new battleship.

Promotion in Rank

Capt. Redman, one of the best known figures in Naval communications and largely responsible for the wartime operations structure of the Navy's vast communications system, was nominated March 30 by President Roosevelt for rank of Rear Admiral. It is expected the Senate Naval Affairs Committee promptly will report the nomination favorably and that in resuming his former executive post it will be with "flag" rank. Both Captains Redman and Holden are among the youngest officers to hold this important assignment, particularly in wartime. The post automatically carries with it membership on the Board of War Communications, made up of the communications heads of the Army, Navy, State Department, Treasury (Coast Guard) and FCC.

Also Wears Wings

Capt. Redman, a former roommate of FCC Commissioner T. A. M. Craven, also a Naval Academy graduate, served as Director of Communications from February to September, 1942, after having been assistant director the preceding year. Last September he was assigned to a sea command in the war zone. He has specialized in communications throughout his Naval career. He also wears wings.

During his last tenure as director, Capt. Redman assisted in the formation of two major wartime communications agencies — the Combined Communications Board, which is the communications planning agency for the Combined Chiefs of Staff, and the Joint United States Communications Board, responsible for coordination of operations and procedures of Army and Navy communications. This was aside from his service on BWC. He again becomes Naval member of these three boards, replacing Capt. Holden.

Capt. Holden, like his predecessor and successor, brought a vast background of communications experience to his post when he became director last Feb. 15. As Fleet Communications Officer during 1942 for Admiral Ernest J. King, Commander-in-Chief, Capt. Holden has an invaluable knowledge of sea radio operations and communications. He was instrumental in reorganizing last November the entire Office of Naval Communications, made necessary by the tremendously increased load stemming from the operation of naval and merchant vessels on the seven seas and the establishment of bases in the most remote corners of the globe.

Capt. Thomas B. Inglis, who has been Assistant Director of Naval Communications during 1942 and Deputy Director since last November, will remain in that post under Capt. Redman.

NEW CBS PROGRAM FOR CONGRESSMEN

CONGRESSMEN will have an opportunity to express their views and explain pertinent issues on the new CBS *Congress Speaks*, 10:30-10:45 p.m. Tuesdays.

Beginning March 30, the program is a weekly network feature, originating at WTOP, Washington (which until recently was WJSV). Spokesmen for both sides on controversial issues will participate, with Al Leitch, CBS newscaster and member of the WTOP newsroom, as conductor.

On the opening broadcast Senator Joseph H. Ball (R-Minn.) discussed America's post-war position. Scheduled for the April 6 program is a discussion of proposed tax plans. The CBS program follows suggestion of Rep. F. Edward Hebert (D-La.) that the networks allow Congressmen to discuss vital issues in a weekly program [BROADCASTING, Feb. 22].

Opitz Spring Spots

JOHN OPITZ Inc., Long Island City, starts a spring campaign for J-O insect powder and paste April 8, using weekly participations on Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York, the same program used for the last three spring seasons. Opitz will also use participations on a women's interest program on WOR, New York. Tracy Kent & Co., New York, handles the account.

Woodruff New Director Of NAB Fifth District

JAMES W. WOODRUFF Jr., general manager of WRBL, Columbus, Ga., has been elected Fifth NAB District Director, succeeding Frank King of WMBR, Jacksonville, Fla., who was not a candidate for reelection.

Mr. Woodruff

Mr. Woodruff already a NAB Director-at-Large for small stations, will continue his present term and begin his new duties as District 5 director at the NAB War Conference in Chicago, April 27-29. He was elected at a meeting of the Fifth District in Jacksonville.

Mr. Woodruff is vice-president and secretary-treasurer of the Georgia Broadcasting System, operating jointly-owned WRBL; WGPC, Albany, Ga., and WATL, Atlanta. His father J. W. Woodruff Sr. is president of the firm, which has headquarters in Columbus.

LAWRENCE HASBROUCK, formerly of the *New York Herald Tribune* and Calkins & Holden, has joined the national spot sales staff of the BLUE, replacing Philip Fuhrmann, transferred to the sales staff of WJZ, New York outlet of the BLUE. Mr. Fuhrmann will concentrate on sale of *Say It With Music*, WJZ's all-night, all-music program.

GEORGE RILEY, Hollywood comedian featured on *Gilmore Furlough Fun*, sponsored by Gilmore Oil Co. on NBC Pacific, has been signed for a role in the Republic film, "Thumbs Up".

XUM

WSAZ

HUNTINGTON, W. VA.

(West Virginia's Largest City)

Joins

The BLUE Network

AS A BASIC SUPPLEMENTARY STATION
(effective April 1st)

1000 watts on **930** kilocycles

Covers 95,640 Radio Homes (day primary) in Booming War-industry areas of West Virginia, Ohio and Kentucky

It's a $137,000,000 Market

GROWING BIGGER

Army Hour Ends First Year As No.1 Government War Show

Sunday Program Rates Impressive Coincidental; Pickups Include 15 Foreign Countries

ACCLAIMED in five listener polls as the outstanding Government war program of the last year, *The Army Hour*, official radio military mission of the War Department, on April 4 started its second year on the air. Produced and directed by the Radio Branch, Bureau of Public Relations, War Dept., in cooperation with NBC, *The Army Hour* is heard Sundays, 3:30-4:30 p.m. (EWT), on that network.

Since its inaugural broadcast April 5, 1942, *The Army Hour* has piled up an impressive record in forwarding its mission "to provide a link between the fighting front and the home front and to interpret Army activities of general interest through the medium of radio to the American people". In its first year, under the personal supervision of Lt. Col. E. M. Kirby, chief of the Radio Branch, *The Army Hour* has achieved a reputation for accuracy, dependability and timeliness. Within recent months it has been cited as "best Government war program" in polls conducted by the *New York World-Telegram*, *Cleveland Plain Dealer*, and *Milwaukee Journal* as well as in trade journal surveys.

39% of Sets In Use

A coincidental radio study in 31 cities, conducted Feb. 14, 1943, by C. E. Hooper Inc., credits program with an audience on that date of more than 3,000,000 radio homes, amounting to approximately 39% of sets in use during the 3:30-4:30 p.m. period.

No respecter of distances, *The Army Hour* has carried on-the-spot originations from military installations in 32 states and 15 foreign countries, covering all theaters of military operation. In the 50½ hours aggregate broadcast time for the series through March 28, 1943, were included 301 separate field pickups, 69 (23%) originating in foreign countries and 232 within Continental United States. Foreign pickup sources included England, China, Panama, Hawaii, Puerto Rico, Canada, Newfoundland, India, Dutch East Indies, Australia, Russia, Egypt, British West Indies, Belgian Congo and Africa.

Appearing on *The Army Hour* during this period were 216 speakers with special messages concerning the military or war situation including Government officials, Army and Navy officers, prominent civilians and representatives of our Allies.

Pickups were carried from 65 Army posts or stations, 39 Army Air Forces fields, 7 Army schools and 33 miscellaneous posts and stations. One of the key features of *The Army Hour* has been the demonstration of 47 weapons with which today's soldier fights.

The program has brought its listeners reports on the training and fighting progress of Uncle Sam's Army, combining studio features with on-the-spot accounts of actual military operations from all over the United States and the world, wherever American troops are stationed. The stars of every *Army Hour* broadcast are the soldiers themselves.

The program occasionally ties in with rubber, scrap and other metal drives, explaining how the armed forces use such materials and actually demonstrating their use over the air. Each week an official analysis and report on the war situation is presented by Col. R. Ernest Dupuy, chief of the News Division of the Bureau of Public Relations.

Now in its second year on NBC, the program continues to mirror the remarks of Secretary of War Henry L. Stimson as he opened the series a year ago:

"We ask you to look upon *The Army Hour*, not as a radio program, but as a military operation of the Army of the United States; for such it is. *The Army Hour* is designed and produced by War Dept. personnel, in coordination with our field commanders and those of the other United Nations. It is a weapon of war, and it is being heard and felt all over the world: by you at home, by you on our remotest battle-lines; by you, our enemies wherever you may be. This is *The Army Hour;* let it be a potent weapon!"

Honor for 'Hour'

APPRECIATION of the American people for *The Army Hour*, official military mission of the War Dept., will be expressed formally Tuesday when Niles Trammell, president of NBC, presents a silver plaque to Maj. Gen. A. D. Surles, director of the Bureau of Public Relations of the War Dept. The plaque, citing *The Army Hour* as the "Best Government Program", will be handed over to Gen. Surles by Mr. Trammell on behalf of the *New York World-Telegram*, in whose recent listener poll program won this distinction.

WBYN Denied Move

THE FCC last week denied the request of WBYN, Brooklyn, for a special service authorization to operate with main studio in New York for period ending Dec. 1, 1944. Petition for the move was first made in August 1941 and again in 1942, when it was dismissed on request of the applicant.

PROBLEMS OF INTEREST to both CBS and its affiliates were discussed March 25-26 by these CBS executives and members of the Columbia Affiliates Advisory Board at the first meeting of the group since its formation this year. Present were (l to r): Franklin Doolittle, WDRC, Hartford; John M. Rivers, WCSC, Charleston, S. C.; H. V. Akerberg, CBS vice-president in charge of station relations; C. T. Lucy, WRVA, Richmond C. W. Myers, KOIN, Portland, Ore.; Frank White, CBS vice-president and treasurer; Hoyt B. Wooten, WREC, Memphis; I. R. Lounsberry, WKBW, Buffalo; William S. Paley, president of CBS; Clyde W. Rembert, KRLD, Dallas; Leo Fitzpatrick, WJR, Detroit; Paul W. Kesten, CBS vice-president and general manager, and Joseph H. Ream, CBS vice-president and secretary. Present at the meeting, but not in the picture, were Frank Stanton, CBS vice-president, and J. G. Gude, William Schudt Jr., Howard Lane of the network's station relations department. The advisory board met in New York.

Dept. of Justice Drops RCA Suit

Asks Supreme Court to Act Assigning No Reason

WITHOUT assigning its reason, the Dept. of Justice March 27 asked the Supreme Court to dismiss its appeal from a Federal court decision refusing to disturb the 1932 consent decree which resulted in the establishment of RCA as an independent corporate entity and eliminated General Electric, Westinghouse and several other companies from its ownership.

The suit, originally brought by Assistant Attorney General Thurman Arnold, now an Associate Justice of the U. S. Court of Appeals for the District of Columbia, sought to reopen the 11-year-old decree on the ground that its terms did not promote the public interest. There was no indication, however, that broadcasting or equipment manufacturing aspects of the operations of the companies involved would be touched upon.

The inference was that certain principles established in this decree prevented the Government from moving against companies in other fields through anti-trust actions. The identity of both NBC and the BLUE Network as subsidiaries of RCA caused considerable interest when the Government undertook the action to vacate the original decree.

The Government suit was dismissed by the Federal District Court in Delaware on the ground that the decree conferred benefits upon the defendants and could not be vacated without evidence of an agreement to that end. Dismissal of the suit came after Mr. Arnold's resignation from the Department of Justice to accept the judgeship.

Mr. Arnold has been succeeded as Assistant Attorney General by Tom C. Clark, who was named coordinator of the Alien Enemy Control in the Western Defense Command a month after the war began and was called back to Washington last May to direct the War Frauds Unit. Dismissal of the consent decree suit was the first indicated change in policy.

In addition to litigation involving the anti-trust actions against the AFM and James C. Petrillo, its president, on the recording ban, the Anti-Trust Division now has pending in the Federal District Court in Chicago suits against RCA-NBC and CBS, alleging violation of the anti-trust laws by virtue of exclusive network affiliation and time option contracts.

Trial, however, has been delayed pending decision in the Supreme Court on the NBC-CBS suits against the FCC's network monopoly regulations covering virtually the same ground.

PHIL SPITALYN, music director of the NBC *Hour of Charm* sponsored by General Electric Co. (lamps), has signed for appearance of his all-girl orchestra in the MGM film, "Mr. Coed". The film will feature Red Skelton.

ME!

SHUCKS NO, IT'S MOUNTAINS

WE GREMLINS get blamed for a lot of things. But this . . . taking the rap for a bunch of mountains is too much . . . it's humiliating. All over the Pacific Coast we get the same thing. Radio owners accuse us gremlins of tampering with their sets. They get one network perfectly (Don Lee) and they think there must be other networks (actually there are 3) but they can't hear them. Now, we're law-abiding union gremlins, we belong to the R.A.F. air corps and we don't fool with radio . . . not even just for fun. What's keeping so many radio owners on the Pacific Coast from hearing any other network, is mountains. Many of the markets on the Coast are fenced in by mountains from 5,000 to 15,000 feet high . . . it's awe inspiring. In order to reach *all* the markets, you have to broadcast from *within* the markets, because watts bounce off mountains like hail off a tin roof. Long range broadcasting is unreliable. Don Lee has a radio station in every market (33 stations in all), that's why more than nine out of *every* ten radio homes can hear them.

Gremlins . . . in a pig's eye!

Blame these instead.

Note to Advertisers: **If you have a message important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.**

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Canada Buys Time For Victory Bonds

Network Shows and Spots Scheduled by Government

TIME has been bought on all Canadian stations by the Canadian Government's Finance Dept. to promote the Fourth Victory Loan drive to raise $1,100,000,000, beginning April 26. Three French and three English network shows, in addition to spot announcements, will be used.

A new all-star variety show, *Victory Loan Hour*, with American name stars, will begin April 14 for five weeks on 57 Canadian Broadcasting Corp. stations and in French on April 18 on 14 CBS stations. In addition, the campaign will use the Finance Dept's regular programs, *They Tell Me*, afternoon women's quarter-hour, Monday through Friday, on 70 CBC stations; the French *La Metaire Rancourt* on 13 CBC outlets; the Sunday evening half-hour, *Highlights of Today*, on 49 CBC stations, and the French Friday evening *Notre Canada* on 13 CBC stations.

Sustainers To Be Used

Spot announcements will be scheduled 36 times beginning April 26 on 65 Canadian stations for rural listeners. Spots will carry no emotional appeal but will tell farmers how and why they should buy Victory Bonds. Speakers will be well-known Canadian farm commentators.

Added to the Canadian Government's paid campaign will be many sustaining shows, to be presented by the individual stations. All commercial programs in Canada will augment the drive with special plugs for the Fourth Victory Loan.

All Government placements are handled by the War Finance Group of the Advertising Agencies of Canada.

RCA in Columbia

RCA's nightly newscast, *Your RCA Foreign Correspondent*, broadcast on leading stations in five South American countries, on April 1 added "La Voz de Colombia", Bogota, Colombia, to the list, with the series sponsored six nights weekly by "The House of Radio", RCA's wholesale distributor in Bogota, and the RCA Victor division of RCA. The series is heard in Buenos Aires, Rio de Janeiro, Mexico City, Santiago, Chile, and Havana, Cuba.

Joins CBS Latin Net

RADIO AMERICA, new station in Lima, Peru, on April 1 became a member of the CBS Network of the Americas, bringing the total of Latin American affiliates of the CBS chain to 97 in the 20 South American republics. Announcement of the additional station, key outlet in a new Peruvian network, was made by Edmund A. Chester, CBS director of Latin American relations.

Purely PROGRAMS

STRESSING the urgent need for large numbers of local women in war industries, six representatives from Milwaukee war firms outlined labor requirements to an audience of 400 women at the first War Industry Clinic sponsored by Nancy Grey, WTMJ women's commentator, whose program *What's New* has been devoted to problems of women's war effort since Pearl Harbor.

Format of *What's New* has changed mainly in the approach rather than in subject matter, which now, for example, concerns interior decorating from aspects of using color and fabric as means for lifting home morale; varied and attractive preparation of available food; recorded interviews with famous authors and national and international figures on subjects of present interest, etc. Through *What's New* and through special clinics Mrs. Grey tries to answer such questions as how a woman can find her place in war industry, what accommodations have been made for her children while she is working, what about the day nursery system, etc.

* * *

Early Diagnosis

A TOTAL of 23 programs will be aired in New York during the month of April on behalf of the "1943 Early Diagnosis Campaign" of the N. Y. Tuberculosis and Health Assn. Talks have been scheduled on WNYC WOR WMCA WBNX WQXR WABC in addition to spot announcements and messages on various stations.

* * *

Romantic Highlights

DEPICTING highlights in the lives of great artists, poets and philosophers, a weekly half-hour program titled *Romantique*, has been started on NBC Pacific stations, Tuesdays, 5-5:30 p.m. (PWT). Grace Cooper is scriptwriter, with Carl Kalash, musical director and Don Thompson, producer. Series originates from San Francisco.

Victory Mothers

MOTHERS of West Central Illinois members of the armed services, both men and women, are given a souvenir book for keeping a record of the achievements of her son or daughter in a program on WLDS, Jacksonville, where mothers are interviewed by Pat O'Halloran, special events director. The questions also serve as a means of presenting vital war information. Each of the three interviewed on the series, titled *Victory Mothers*, receives a Victory pin, a heart mounted with a blue star on one end of a gold chain at the other end of which is the insignia of the branch of service involved.

* * *

Live Wires

CARRYING his microphone into the training camps of the Major League baseball teams, including the Yanks, Giants, and Dodgers, Stan Lomax, sportscaster of WOR, New York, last week started a series of broadcasts of advance news of the coming baseball season. WOR has put wire lines into each of the three camps, located at Asbury Park, and Lakewood, N. J., and at Bear Mountain, N. Y.

* * *

Air Minded

YOUNG PEOPLE who listen to *The Junior Air Command*, new series of weekly broadcasts, currently a feature of WSAI, Cincinnati, will hear Charles Snow, of the Wright Aeronautical Corp., Cincinnati, compare technicalities of flying to experiences of young listeners. Including interviews with technical plane experts, the program will take up in related order all the parts of a plane.

* * *

Astronomy Quiz

FROM the Dome Room of the Hayden Planetarium in New York, WNYC, New York municipal station, presents a weekly quiz program on astronomy. Participants are children, many of them amateur astronomers.

PROUDLY HAILED by Army and Navy officials, Wincharger Corp., manufacturers of radio towers, now converted to war production, was recently awarded the Army-Navy E at the plant in Sioux City. The company, a subsidiary of Zenith Radio Corp., Chicago, is producing dynamotors, used in ships, tanks and planes. Holding the coveted pennant are (l to r): Lt. Col. Edward H. Bowman, USA; Hugh Robertson, executive vice-president of Zenith Radio Corp., Lt.-Com. George Norwood, USN; R. F. Weinig, vice-president, Wincharger Corp.; R. D. Burnet, secretary and controller, Zenith Radio; Com. Dan Shea, USN.

Announcer Wanders

NETWORK possibilities are being checked in the new program *This Fast Brother*, being aired Saturdays at 7:30 p.m. on WSRR, Stamford, Conn. Tiny Ruffner, announcer-m.c., wanders through the streets of Stamford for one hour late Saturday afternoons. Persons on the street who recognize him are invited to participate in the program that evening in an audience quiz show. One team asks questions and the other answers them. If the show clicks in Stamford it likely will go network, according to WSRR publicity department.

* * *

Junior Town Meeting

BACKED BY all the schools in the district, KYW, Philadelphia, started a novel series of broadcasts of *Junior Town Meetings*. The weekly broadcasts will originate at a different school each week and be relayed to general assemblies in all schools in the district. Educators and civic leaders will participate in each program for the discussion of a topic of interest to youth, led by a faculty adviser and a representative student from the school. The meetings are patterned after *America's Town Meeting of the Air*.

* * *

Children's Theatre

DESIGNED as a part of public school classroom instruction, *The Little Theatre Of The Air*, a children's program on WTRY, Troy, N. Y., dramatizes a different story each Saturday morning, and listening is prescribed homework for certain classes. A room at the Troy Library has a radio to which the children may listen to the program, and books containing the complete stories are available. Talent consists of local children and speech students from Russell Sage College.

* * *

The Fleet's In

DRAMATIZING activities of the Navy, Marines and Coast Guard, a new weekly half-hour program, *The Fleet's In*, starring Betty Rhodes, is heard on Mutual-Don Lee stations Saturdays, 8-8:30 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Written and produced by David Frederick Titus, series features a guest film star and a Navy hero of the week. Latter is saluted in a weekly dramatic sketch. Leo Arnaud is musical director. Bill Haworth announces.

* * *

National Affairs

FEATURING Will Rogers Jr., California Congressman, weekly quarter-hour transcribed series devoted to national affairs, *What Goes On in Washington*, is a new program feature on KFWB, Hollywood. Produced in Washington, the transcriptions are air-expressed for weekly broadcast.

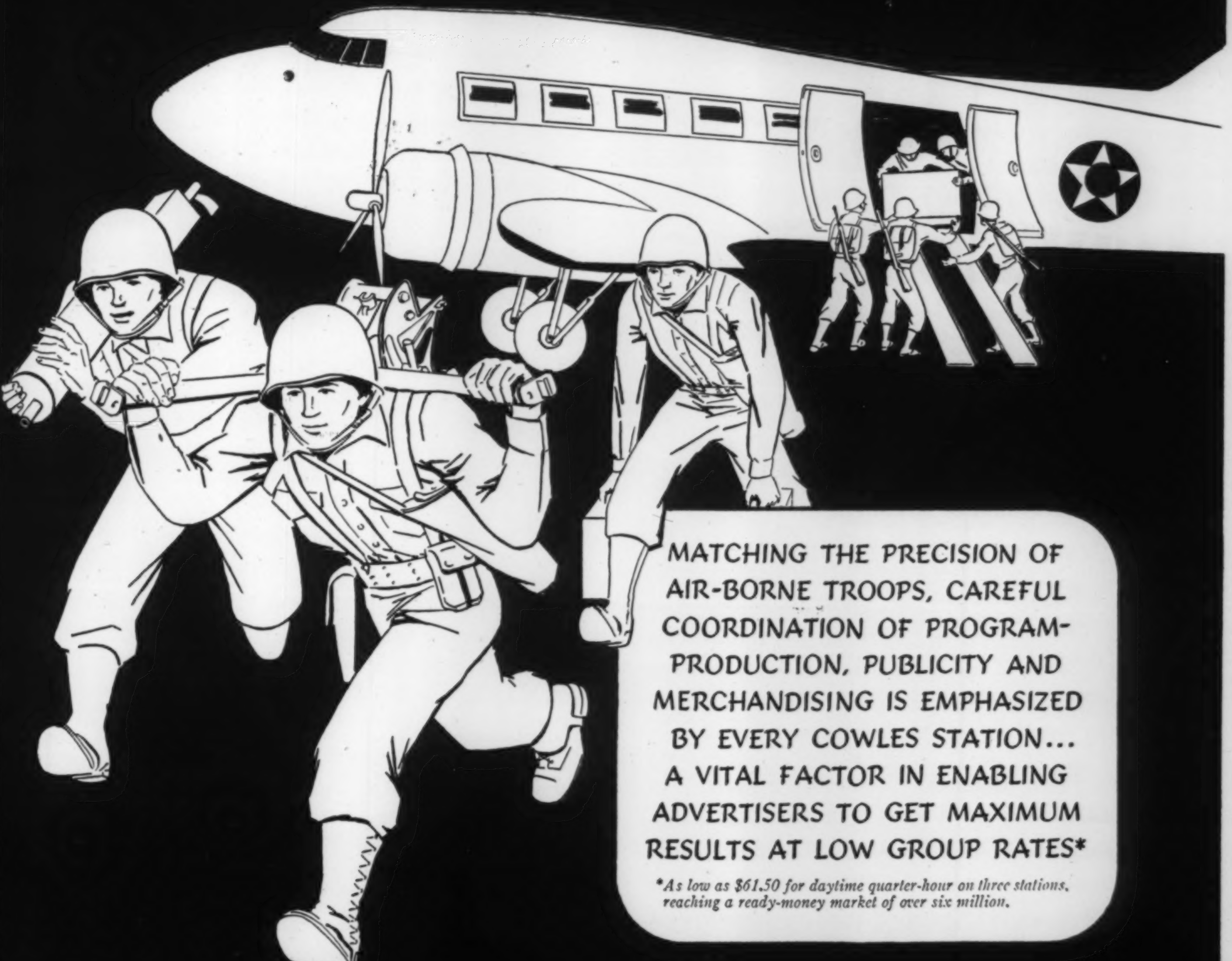
* * *

'Our Block' Popular

LISTENER TESTS show that *Our Block*, civilian defense feature, Mondays, 10:45 p.m. on WBBM, Chicago, has 360,000 listeners in Chicago alone, WBBM reports. The year-old program was voted the country's finest civilian defense program by the NAB annual convention.

IN SUPPORTING AN ADVANCE GUARD OF SOLDIERS . . . OR SALESMEN

TEAMWORK GETS THE JOB DONE BETTER



MATCHING THE PRECISION OF AIR-BORNE TROOPS, CAREFUL COORDINATION OF PROGRAM-PRODUCTION, PUBLICITY AND MERCHANDISING IS EMPHASIZED BY EVERY COWLES STATION... A VITAL FACTOR IN ENABLING ADVERTISERS TO GET MAXIMUM RESULTS AT LOW GROUP RATES*

**As low as $61.50 for daytime quarter-hour on three stations, reaching a ready-money market of over six million.*

GEARED FOR RESULTS

THE COWLES STATIONS

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

WMT CEDAR RAPIDS WATERLOO

KRNT DES MOINES

KSO DES MOINES

WNAX SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY

SPARTANBURG?

WHERE'S THAT?

GOSH, mister, you must be kidding! Spartanburg is right in the heart of the great Piedmont industrial section of South Carolina.

What you may *not* have realized is that Spartanburg is the center of South Carolina's biggest, fastest-growing market. Nearly half a million people (75% white) in Spartanburg and adjoining counties alone; over $100,000,000 in retail sales; 73,670 radio homes!

It's a rich, booming, profitable market. And it's dominated by WSPA—Hooper found that in Spartanburg WSPA had 52.8% of the radio listeners before noon; 59.0% in the afternoon; 63.8% at night! Certified mail counts further prove that WSPA has the big radio audience of the Piedmont. Write for *all the facts* now!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** **5000 Watts Day 1000 Watts Night**

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

BMI PROGRAM MEN DISCUSS WAR JOB

IMPORTANCE of the program manager's position in the radio industry in wartime was the keynote of the fourth program managers' meeting held last Monday and Tuesday in New York by BMI, with representatives from 21 stations present.

M. E. Tompkins, vice-president and general manager of BMI, and Neville Miller, president of the NAB and BMI, welcomed the visiting station men, who were addressed by Sydney Kaye, executive vice-president; Carl Haverlin, station relations director; Roy L. Harlow, program director, and Robert Burton, staff counsel. Plans for extending use of BMI music as a contribution to public morale were discussed. Next BMI conference for program managers was set for April 19 and 20.

Program managers attending last week's meeting included:

Peter Krug, Ed Wegman, WEBR, Buffalo; J. Woodrow Magnuson, WHBF, Rock Island, Ill.; Forrest Wallace, Don DeGroot, WWJ, Detroit; Richard E. Bates, WGAN, Portland, Me.; Margaret Banks, WBIG, Greensboro, N. C.; Malcolm T. Parker, WEAN, Providence; Martin D. Wickett, WJSV, Washington; Chas. E. Denny, WERC, Erie; R. W. Baker, WITH, Baltimore; Don Marcotte, WMAQ, Chicago; Robert E. White, KDKA, Pittsburgh; John I. Edwards, KFI, Los Angeles; R. A. McMillan, WSB, Atlanta; J. B. Clark, WDNC, Durham, N. C.; Henry M. Smartwood, KOIN-KALE, Portland, Ore.; Gene Trace, WKBN, Youngstown; Jack Keasler, WOAI, San Antonio; W. W. Walrath, WICA, Ashtabula, Ohio; Harold Fair WHO, Des Moines, and Paul Jonas, MBS, New York.

Oxydol Drops Discs

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on March 26 discontinued transcribed broadcasts of the quarter-hour Monday through Friday daytime serial, *Ma Perkins*, on 65 stations. The program will continue to be broadcast on the full NBC network Monday through Friday 3:15-3:30 p.m. and 60 CBS stations 1:15-1:30 p.m. Decision to discontinue transcriptions, placed on a spot basis for nine years, was made after the company expanded the live broadcasts on NBC to the full network of 130 stations. Starting with script of April 9, the program will be written by Henry Selinger and Leston Huntley, who succeed Orin Tovrov, commissioned a lieutenant (j.g.) in the Navy. Blackett-Sample-Hummert, Chicago, is agency.

Big Velva-Leg Drive

TO PROMOTE a liquid substitute for stockings, known as Velva-Leg Film, Elizabeth Arden, New York, has started a spot campaign which will be extended to 75-100 stations throughout the country by summer. Already using six southern outlets—KTAR KFSD WFLA WIOD WSMB KOY—the cosmetic firm will add other stations farther north as the weather becomes warmer. Transcribed announcements are used at a minimum frequency of six times a week. Elizabeth Arden has appointed Duane Jones Inc., New York, to handle the product.

ONLY FIVE YEARS OLD

Hookey Signed by Chooz for Net Commercial

A FIVE-YEAR-OLD boy, one of the first of his age to have a quarter-hour commercial network program of his own, will be sponsored on Mutual, Sunday, 10:45-11 p.m., starting April 4, by Pharmaco Co., Newark on behalf of Chooz, chewing gum. Bobby Hookey, a radio veteran of three years standing, will sing popular songs and mimic well-known adults in a series titled *Rocking Horse Rhythms*.

The program will be carried commercially on 33 stations and offered as a sustainer to other MBS outlets, with Bobby substituting War Bond appeals for commercials. Clements Co., Philadelphia, is the agency for Chooz.

The boy is known to network listeners as a guest on the NBC programs of Olivio Santoro, 11-year-old yodeler sponsored by Modern Food Process Co., also a Clements account. Alice V. Clements, wife of the agency's president, and radio director of the firm, has been instrumental in developing a number of juvenile artists.

BLUE Will Broadcast Indiana Bond Ceremony

BLUE NETWORK will carry an unusual War Bond promotion on April 9, the anniversary of the fall of Bataan. Nearly $40,000,000, raised in a bond campaign directed by State Bond Chairman Eugene C. Pulliam, president of WIRE, Indianapolis, will be presented to the Navy by the State of Indiana. The money will pay for a new cruiser, the *Vincennes*, named for Vincennes, Ind.

Featuring an address by Secretary of the Navy Frank Knox, the event will be broadcast from Indianapolis, 9:30-9:55 p.m. Mr. Pulliam and Governor Schricker of Indiana will also speak. Coca Cola, through its agency, D'Arcy, has donated the *Spotlight Bands* time on the BLUE for the broadcast.

WEAF Business Up

COMMERCIAL business on WEAF, New York, for the first quarter of 1943 showed a 48% increase over the same period last year, according to Sherman D. Gregory, WEAF general manager. The first quarter report, which covers the first three months of WEAF operation as separate from NBC, lists 13 new accounts which were not on WEAF during the same period last year: Curtis Publishing Co., General Baking Co., Quaker Oats, Benson & Hedges, Flag pet dog food, Fanny Farmer candy, Continental Baking Co., Dry Goods Retailers, P. Lorillard & Co., RKO, Bond Clothes, Knox Gelatine and Allen V. Smith.

Non-Commercial Day

WLIB, Brooklyn, will cancel all commercial commitments scheduled for April 12, opening date of the Second War Loan Drive, and will devote 12 hours of broadcasting time to the sale of war bonds.

Studebaker Gets New Jersey Post

U. S. Education Commissioner Promoted Learning By Air

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education since 1934, last week was nominated by Governor Charles Edison to be New Jersey's educational commissioner. The appointment is subject to confirmation by the Republican - controlled Senate of the State. The position pays $15,000 a year and the term is five years, as against $10,000 a year for the Federal post.

Dr. Studebaker

Dr. Studebaker, who took his Federal office in the heat of the controversy over demands of educational institutions for a fixed percentage of radio facilities, was a strong factor in composing these differences. He urged use of time over established stations as a means of promoting education by radio, and was instrumental in the establishment of the Federal Radio Education Committee, evolved jointly by the Office of Education, the FCC under the direction of the late Anning S. Prall, and the NAB.

Prior to accepting the Washington appointment, Dr. Studebaker was State Superintendent of Iowa and accepted the Federal post on a leave of absence basis. He resigned the latter post, however, in 1937.

Kerr Series Scheduled On Blue Coast Network

KERR GLASS Mfg. Co., Los Angeles, which last fall sponsored an eight-weeks' campaign of participations on the West Coast BLUE program *Breakfast At Sardi's*, returned to the program April 3 with a quarter-hour Saturday mornings at 10.

Since the entire Saturday morning airing of the half-hour show already had been taken over by two sponsors, Chlorine Solutions Inc. (Hy-pro), and Stokely Bros. & Co. (Van Camp's Tenderoni), the program was extended for an extra quarter-hour for Kerr Glass to promote its Mason jars and caps. Company is using four Arizona stations in addition to the 13 Pacific Coast BLUE stations. Raymond R. Morgan Co., Hollywood, is agency.

Curtiss-Wright on MBS

TO BRING to the attention of its employes, and the general public, the need for "backing up the battle lines," Curtiss-Wright Corp., aircraft division, Buffalo, has purchased an hour on seven Mutual stations for a broadcast Sunday, April 11, titled *He Does Not Fly Alone*. Agency is Landscheft Inc., Buffalo.

Bob Hope Tour

BOB HOPE embarks on a cross-country tour of service camps following the April 6 broadcast of his NBC program at the San Diego Naval Hospital. In addition to conducting his weekly broadcasts for Pepsodent Co., from the camps, the comedian and his cast will stage non-broadcast performances for the armed forces. Subject to approval of the War Dept., the cast will broadcast the last two programs of the season from London. Foote, Cone & Belding, Chicago, handles the account.

WEAF Garden

THE LAWN of the New York mansion of the late Charles M. Schwab has been turned into a Victory Garden, sponsored by WEAF, New York, in cooperation with the Greater New York Civilian Defense Organization. Merton Emmert, WEAF farm director, supervises the project. Sherman Gregory, WEAF general manager, has marked off his own plot.

SETTLED for his seventh year as "Uncle Normie" on the *400 Hour*, Norman Ross (l) receives his contract from R. L. Williams of the Chicago & North Western Railway Co., the feature's sponsor. Ross plays recorded music and gives weather data on the program, which is aired on WMAQ, Chicago, 7-7:55 a.m. every day but Sunday.

Pan-American Uses Spot In Anti-Substitute Drive

CONSUMERS will be discouraged from using "coffee stretchers" in the Pan-American Coffee Bureau's spot campaign, renewed recently on 29 stations for another 25-week period [BROADCASTING, March 15]. "You can't stretch coffee with adulterants," listeners will be told, in a drive to protect the public against adulteration for coffee through the use of cereals or other foreign substances. Listeners will be urged to read labels on coffee packages. Agency is J. M. Mathes Inc., New York.

Borden News on WABC

BORDEN Co., New York, has started sponsorship of *Quincy Howe and the News* on WABC, New York, Monday, Wednesday and Friday, 6-6:10 p.m., for ice cream. Contract started March 31. Young & Rubicam, New York, handles the account.

COVERING A MARKET

WSIX

and producing more sales per dollar

WSIX, with ample power and a good spot on the dial, is covering the booming Nashville market on a very satisfactory sales-per-dollar basis. Growth in sponsored time over the past six months is proof of the pudding.

What this station is doing for these advertisers, both old and new, it can do for others, too. If you have a schedule that demands substantial coverage where cost is also an important factor, we urge you to investigate the availabilities of this station at once.

Spot Sales, Inc., National Representatives

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE

RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

ARNOUX SAYS WPID, WTAR NOT LINKED

THE PETERSBURG *Progress Index*, licensee of WPID, which suspended operation April 1 due to wartime difficulties, is not, as reported in the March 29 issue of BROADCASTING, associated with the *Norfolk Virginian Pilot* or with WTAR at Norfolk, nor with any of the Richmond newspapers or radio interests.

The Lewis-Huber Newspaper Corp. owns the controlling interest in the Petersburg Newspaper Corp. which operates the *Progress Index* and WPID, but holds no interest of any kind in any other Virginia newspaper or radio corporation, according to Campbell Arnoux, general manager of WTAR.

Frederick Lewis Jr. has no connection with the Petersburg newspaper and radio interests and has been in England for more than a year engaged in war work, Mr. Arnoux said. Frederick Lewis Sr. is not vice-president of the Richmond Times Dispatch Publishing Co. This company was consolidated sometime ago, along with the Richmond *News Leader*, into Richmond Newspapers Inc., and Mr. Lewis holds no office and is not a member of the board of directors of that corporation.

Norfolk Newspapers Inc., which publishes the *Virginian Pilot* and the *Ledger Dispatch*, and owns all the stock of WTAR Radio Corp. in Norfolk, has no stock or corporate interest whatever in the Petersburg properties or any other Virginia newspaper or radio property.

Neal Takes Army Course

MARSHALL NEAL, owner and general manager of KWKW, Pasadena, Cal., is among 82 leaders of business and professional work attending the fourth Army Orientation Course at the Command and General Staff School, Fort Leavenworth, Kan. Members of the group are civilians who may be called on by the Army for assistance in their particular fields. The course includes 146 hours of instruction, with the students living in quarters provided by the Army and eating at officers mess.

Bond Goal Passed

OVER THE TOP, with the concerted support of Chicago's radio stations, went Chicago's drive to sell $40,000,000 of War Bonds in 40 days to replace the *USS Chicago* sunk Jan. 30. The campaign wound up Sunday March 28 with $2,000,000 over the goal. Chicago stations actively supported the drive, broadcasting announcements, turning over sustaining programs and dance remotes to the drive, and setting up special events.

Von Co. on 3

TO PROMOTE Von's Pink Tablets, the N. Y. Von Co., New York, has started a spot campaign on three stations in New York state and will expand to about 15 stations throughout the country about June 1. Spot announcements and half-hour dramas are used at varying frequencies. Newly appointed agency is Roy S. Durstine Inc., New York.

ANNOUNCER and script writer for Camp Robinson, Ark., is Corp. Bob Buice, who left KARK, Little Rock, for the Army last fall. Assigned to the public relations office, Corp. Buice is in charge of all radio productions, including 15 weekly broadcasts on the three Little Rock stations, direct from the camp.

Fisher Flouring Mills Sponsors Third Program

FISHER FLOURING MILLS Co., Seattle, utilizing a heavy West Coast radio schedule to promote Zoom, a new hot cereal, on March 29 started sponsoring a five weekly quarter-hour news commentary, *James Abbe Observes*, on 11 BLUE Pacific stations (KGA KJR KPQ KEX KGO KFBK KWG KERN KTKC KTMS KFSD), plus four Arizona stations (KTAR KVOA KGLU KYUM), Monday through Friday, 7:30-7:45 p.m. (PWT). With broadcast of April 26 KECA and KOH will be added to the list. Contract is for 52 weeks.

Firm on March 31 also started for 13 weeks the thrice-weekly quarter-hour commentary, *By-the-Way*, with Bill Henry, on 6 NBC Pacific stations (KFI KPO KGW KHQ KMJ KOMO), Wednesday, Thursday, Friday, 5:45-6 p.m. (PWT). Flour company in addition sponsors twice-weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday, Thursday, 9:30-10 a.m. (PWT). Pacific National Adv. Agency, Seattle, has the account.

'Superman' Extended

LARGEST NETWORK for any cereal account will be lined up by June 21 when Kellogg Co., Battle Creek, Mich., completes final steps in placing its five-weekly program *Superman* on 211 Mutual stations. Starting April 12, the sponsor will gradually expand the series from the current list of 39 MBS outlets west of Denver, to the larger hookup, adding a total of 172 stations. Kellogg took over the sponsorship of the series for Pep Jan. 4, starting with 33 Don Lee stations. Agency is Kenyon & Eckhardt, New York.

Fox Fur on 12

I. J. FOX, New York fur company, last week started a six-week campaign on 12 stations in the New York area to promote fur storage facilities. Firm is using approximately 500 transcribed announcements weekly. Account is handled direct.

XUM

NAB WAR CONFERENCE ISSUE

RADIO'S WARTIME ROLE

A LOOK AT POST-WAR RADIO

RADIO ADVERTISING AT WAR

AMONG THE CONTRIBUTORS:

CHESTER LaROCHE • O. H. CALDWELL • E. K. JETT
MAJ. E. H. ARMSTRONG • FRANK H. McINTOSH
CAPT. JENNINGS DOW, USN • T. A. M. CRAVEN
MAJ. GEN. DAWSON OLMSTEAD • NEVILLE MILLER

PLUS FULL NEWS ROUNDUP

ADVERTISING DEADLINE APRIL 15

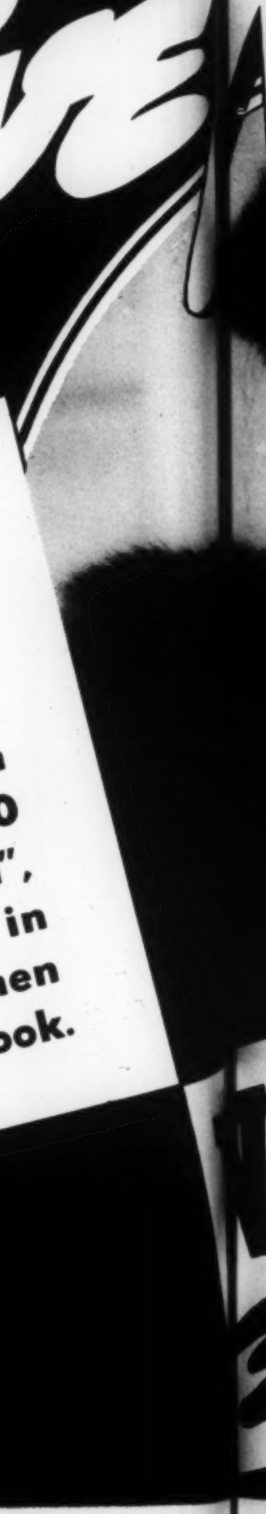
$230 PAGE • $130 HALF • $72 QUARTER

FREQUENCY DISCOUNTS APPLY

April 26

CINCINNATI'S LOVELY

Claire



Received 53,000 pieces of mail. ● Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. ● Public appearances booked as far in advance as Christmas week of 1943. ● Receives mail every week from an average of 21 states. ● Trained more than 100,000 persons for stage and radio. ● Called by "Billboard", "The most remarkable woman in America in her line of work". ● Rates Who's Who, Women of the Nation, and the International Blue Book.

XUM

ackley

NCKY

WOMEN'S PROGRAM DIRECTOR

3 YEARS · 6 DAYS WEEKLY

50,000
WATTS
C B S

XUM

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HENRY S. LIEBSCHUTZ, Art Director
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Petrillo Piddles

JIMMY PETRILLO is up to his old tricks again. Displaying a brand of arrogance probably unequalled in modern labor bargaining, he now has blithely postponed further conversations with recording industry interests until April 15, to suit his own convenience. He's miffed over the refusal of the record and transcription manufacturers to accept, evidently without further discussion, his "private WPA" proposal whereby a fixed fee per record would be paid into union funds for unemployment relief, as the deal upon which he will lift his recording strike.

The utter inequity of his plan, particularly in these times, is too readily apparent to be belabored again. The unemployment relief aspect, in these days of the worst manpower shortage in history, could be answered by any grammar school student. Besides, simple arithmetic scuttles any such need for this new type of technological relief. AFM, by Jimmy's own admission, has a reserve surplus fund of $2,500,000. If a cent-per-record were charged as royalty, it would add $1,300,000 annually to that fund, based on phonograph record sales of last year. That's aside from library transcription, "juke-box" royalties and other sources Jolting Jimmy would tap.

Meanwhile, not a record or transcription has been made by a member of Jimmy's AFM (totaling 46,000) since he "pulled the plug" last Aug. 1. Demands from Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, the Dept. of Justice (which has filed two separate suits to break the log-jam), and from a Senate subcommittee, have failed to move Jimmy. He blandly brushes aside pleadings that the war interest and wartime morale are being impeded. He insists that recordings are being made for the military services (though in the case of *Command Performance*, it's at regular rates).

We think it high time for action. The War Labor Board was created by President Roosevelt to prevent ruptures in industry-labor relations that interfere with the prosecution of the war. One court already has held that this controversy is a "labor dispute"—a ruling to which the Supreme Court subsequently subscribed.

Then why not go to the labor board? It sits in Washington to handle precisely this sort of dispute. It is the *duty* of the transcribers and the record manufacturers, it seems obvious, to submit the whole matter to the appropriately designated government authority. It isn't a gamble; it's the only legal recourse open, unless these vital industries, now at a standstill except for a rapidly dwindling inventory, propose finally to yield to Czar Petrillo.

There is one other course—as a last resort. Chairman D. Worth Clark (D-Idaho) of the Senate Interstate Commerce Subcommittee which is authorized to probe the whole Petrillo dynasty, publicly stated he was disposed to place the whole matter on the door-step of President Roosevelt unless the strike was broken. That was last January. Senator Clark was impelled entirely by his desire to see justice done, and to avert an indefensible strike impeding the war interest. He abruptly stopped the hearings to allow for negotiations. That also was last January.

We think enough has transpired to show that Jimmy is playing a piddling, delaying game, to strike his best bargain. And we believe it's time that the matter be brought to the attention of the Chief Executive and that he be asked to invoke his broad wartime powers to end this mockery.

Tower of Babel

SOME WEEKS AGO in these columns we called attention to duplication of effort by Governmental agencies on foreign language program surveillance and control in the war effort. The Office of Censorship, one of the most efficiently operated of the war-born agencies, by Executive Order handles script clearance and is charged with functions guarding against sedition, espionage and enemy aid. This work ably is carried on by J. Harold Ryan, assistant director of censorship for radio, himself a practical broadcaster, and his chief aide, Robert K. Richards, also from station ranks.

But the FCC, through its Law Dept., and the OWI have undertaken somewhat parallel, or at least, related operations. Precisely how these duties are separated, and why they are carried on without coordination, we can't fathom. We do know, however, that in recent weeks many station managers have been wondering what Government agency proposes to take over when, because of the steady stream of Government attorneys, investigators and factotums ringing their door-bells. They have the Washington jitters as never before, we're told.

It's an open secret, for example, that youthful attorneys of one of these agencies (censorship has none) have told certain station operators that unless this or that foreign language announcer was fired, the station license would be set for hearing. It's just as common knowledge that another Government foreign language official (censorship still excluded) has used a foreign language eligibility list and "suggested" that this or that man be retained by a station as a replacement presumably because he has passed muster with the particular Government official.

A few days ago the FCC announced the abolition of its War Problems Division, a branch of its Law Dept., because the House Appropriations Committee frowned on a request for an appropriation of $206,000 for this work, and said it looked with "skepticism" on its operations. The Foreign Language function was carried on by this Division. Although abolished all of its personnel was absorbed within the Law Dept.—to some extent to fill vacancies. But so far as we are able to ascertain, it continues the same functions though not attached to a particular division. These most recent complaints about calls by FCC field operatives came last week—after the War Problems Division had been abolished—on paper anyway.

It would be interesting to ascertain whether, in fact, the FCC's War Problems functions—whatever they are supposed to embrace—actually have been terminated, or whether the work is to be carried on without formal division status. And while about it, we think this whole question of overlapping and of browbeating and intimidating those harried broadcasters who are only trying to do their best under dire wartime conditions, should be scrutinized.

Powerful Pedagogue

HIDDEN AWAY in the welter of news about the war, taxes and rationing the other day was an item of more than cursory interest to radio, notably the oldtimers. It related that Dr. John W. Studebaker, U. S. Commissioner of Education since 1934, might pass from the Federal scene to take over as New Jersey's Commissioner of Education, having been nominated by Gov. Edison. He has to hurdle New Jersey's Republican Senate, however.

Small of stature, and an accomplished orator, "Doc" Studebaker packed a dynamite wallop in those earlier warring days of radio and education. An organized educational group sought a "fixed-percentage" of broadcasting facilities, by Federal allocation, with 25% talked about for "non-profit" institutions. He, along with Phil Loucks, then NAB managing director, and the late Anning S. Prall, chairman of the FCC, brought harmony into industrial, educational and Congressional ranks on that burning issue.

Dr. Studebaker, over the years, has proved himself an able and resourceful administrator. He saw the prospects for FM early in the introduction of that medium and was instrumental in getting an allotment of these frequencies for furtherance of education by radio. He has pioneered in broadening education's function, and employed class-room radio skillfully in that direction.

Dr. Studebaker's departure from the Washington scene will leave a vacancy difficult to fill, as far as radio is concerned. All in radio who have known and worked with him wish him well in his new undertaking.

We Pay Our Respects To —

MARTIN CODEL

NOT EVEN war service can interrupt the journalistic career of Martin Codel, on leave as publisher of BROADCASTING and now serving as director of public information for the American Red Cross, African combat area.

Since his first assignment on the *Duluth News Tribune* during the last war, he has let nothing interfere with his reportorial career.

When the United States entered World War II back in 1941, Martin's first desire to take an active part in the nation's fight for survival was born while he was a patient in a Washington hospital recuperating from a major operation. All through 1942 as he regained his health that desire remained uppermost in his mind, finally leading to his Red Cross affiliation in January.

As director of information in Africa he is responsible for all Red Cross information activities in that large and important battle area. Announcement of his safe arrival in Africa was received March 25.

Between the two world conflicts Martin covered just about the whole range of journalistic activities from reporter to publisher. On that first Duluth job he was a cub reporter while attending Central High School, Duluth (he was born in that city, May 18, 1902). Moving to Hibbing in 1919, he got his second reportorial job on the *Hibbing Tribune* while winding up his secondary education at Hibbing High School.

Always a reporter, he lined up a job with the *Detroit News* as university correspondent while he attended the University of Michigan, where he graduated in the class of 1924 and took postgraduate work in 1925, continuing his *News* assignment—later joining the paper's news staff in Detroit. In the summer of 1924 he had covered the Olympic games in Paris for the *News*, traveling in England and on the Continent after the Olympic assignment had been completed.

In 1925 Martin joined the Associated Press in New York as a reporter. He stayed there until David Lawrence in 1926 founded the *United States Daily*, a newspaper based entirely on news from Government departments.

As a reporter for Lawrence's *Daily* he got his first taste of radio in covering the Dept. of Commerce. At that time the department regulated broadcasting activities. Martin in addition wrote a daily radio column under the name of "Robert Mack" for the then active Consolidated Press Assn. run by Lawrence. This column was widely printed over the country. Two years later Martin left the *Daily* to become a writer for North American Newspaper Alliance.

Meanwhile the Radio Act of 1927 had been passed, placing regulation of broadcasting in the Federal Radio Commission. When Martin left the *Daily* the assignment was turned over to another member of the staff, Sol Taishoff, who also became CPA's "Robert Mack". While these two reporters were covering Washington radio activities they crossed paths many times every day. The broadcasting industry was growing and Federal regulation was assuming many of the characteristics now so familiar to broadcasters.

Their similar reportorial assignments naturally led to the realization that broadcasting as an industry should be served by a trade magazine. This same idea had long been an active topic of discussion among leaders of the industry.

Finally, in 1931, the late Harry Shaw, Iowa newspaper publisher and subsequently president of the National Association of Broadcasters, became interested with Martin and Sol in the founding of BROADCASTING Magazine and on Oct. 15 of that year the first issue of the then semi-monthly magazine came off the presses. Martin became editor and Sol managing editor.

Subsequently, Mr. Shaw retired from the enterprise and Martin assumed the role of publisher and Sol took over the duties of editor. Martin continued in this capacity until last January, when he went on his Red Cross assignment. At that time Sol took over executive direction of the magazine.

During his years as publisher, Martin never lost his interest in active reporting. Hardly a day passed that didn't find him hot on the trail of a story or diligently hunting all the angles of a new broadcasting development. He developed a wide acquaintance among Government officials and broadcasters and frequently was consulted on industry problems.

More than a decade ago Martin compiled the views of broadcasting industry Government leaders on radio and on prospects for radio's development. The book, *Radio and Its Future*, was published in 1930 by Harper & Brothers, New York.

He visited England in 1935 to acquire material about television, and looked over broadcast facilities in Continental countries. He visited Panama, Costa Rica and other Central American countries in 1936 as a tourist.

Martin's first war assignment was a trip to England in September of last year for the British Broadcasting Corp. He went over by bomber and spent five weeks there writing on radio under wartime conditions and serving as consultant for the BBC.

That five-week sample of wartime journalism led inevitably to his present Red Cross affiliation.

Martin is an ardent family man, and as much time as he could spend away from the office was devoted to romping with four youngsters—three girls and one boy. He married Ella April in 1929. He is a member of Sigma Delta Chi, Phi Sigma Delta, Overseas Writers of Washington, White House Correspondents Assn., and Institute of Radio Engineers.

Personal NOTES

K. G. MARSHALL, president of WBRC, Birmingham, has returned from Mexico City. J. C. Bell, vice president and general manager, is recovering in a local hospital from a sudden illness and Garrard Hamann, assistant chief engineer, is filling in until Mr. Bell's return.

RUSSELL IRELAND, former announcer and more recently of the engineering staff of KDB, Santa Barbara, is working on the sales staff in his two off-days.

CHET PETERSEN, once account executive of KFOX, Long Beach, Cal., and more recently manager of Hollywood Associate Producers, has joined KTFI, Twin Falls, Ida., as sales and production manager. He will continue to manage Hollywood Associate Producers.

JOHN SAMPLE, former member of the NBC Chicago sales and production department, left recently for San Francisco for induction into the Marines.

JOHN SANDBERG, with NBC central division sales promotion department before joining the Marines, has been promoted from captain to major.

STANLEY MAXTED, BBC producer and broadcaster, arrived in New York last week for an extended visit. Producer of the *Stars and Stripes in Britain* series, rebroadcast on Mutual Sunday evenings, Mr. Maxted made a guest appearance last Sunday afternoon on Mutual's *This is Fort Dix* program, during which he talked about Flying Fortresses.

HARRY JORDAN, of KOMO-KJR, Seattle, has been promoted to supervisor in charge of operations.

AL GOODWIN, commercial manager of CKMO, Vancouver, has joined CFAR, Flin Flon, Man.

DOUG HOMERSHAM, manager of CFJC, Kamloops, B. C., has been transferred to CJCA, Edmonton.

WALTER DALES, formerly of CJCA, Edmonton, has been appointed manager of CJAT, Trail, B. C.

HELEN SHERVEY, business manager of the program department, NBC New York, has returned to her desk after Hollywood conferences with John W. Swallow and Alex Robb, Western division program and package sales managers of that network.

MAURICE McMURRAY, on leave from the sales department of WHO, Des Moines, as a 2d lieutenant in the Army, is now liaison officer for the Air Forces at Washington.

LEE P. LOOMIS, president of KGLO, Mason City, Ia., has been reelected to the board of directors of the Mason City Globe-Gazette Co., publisher of the Mason City (Ia.) *Globe-Gazette*. F. C. Eighmey, manager of KGLO, was elected a director to succeed the late Frank Throop of Lincoln, Neb.

EDWARD A. ALLEN, president of the Tri-City Network of Virginia and WLVA, Lynchburg, is confined to his home with an attack of influenza.

CHARLES E. SEEBECK, Signal Corps Reserve, in charge of national sales for WAIR, Winston-Salem, N. C., has resigned to enter State College, Raleigh, N. C., where he is on a Government assignment studying advanced engineering.

JOHN R. SARGENT has been appointed acting manager of the Market Development Dept. of the Westinghouse Electric & Mfg. Co. Former eastern district Market Development representative, he succeeds Donald C. Hopper, now on active duty in the Navy.

C. L. MENSER, NBC vice-president in charge of programs, has been cited by OWI Chief Elmer Davis for his voluntary services in the Government series *1942 Victory Volunteers*.

P. J. STANTON, general manager of WDAS, Philadelphia, was promoted from ensign to lieutenant (j.g.) in the Coast Guard Reserve, Volunteer Port Security Force.

H. L. (Bud) KEELER, former Southern California manager of Duncan A. Scott & Co., representative, recently was appointed Western manager of Philip Andrews Publishing Co., Los Angeles.

EMDON FRITZ, new to radio, has joined WOR, New York, as account executive in the sales division.

TOM A. GREGORY has joined the sales staff of WLW Specialty Sales, in the Cincinnati area. He was last with Hecker Products Co.

W
B
N
X

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to **YIDDISH** radio programs

1,400,000 or 10.8% of the population of Greater New York listen to **ITALIAN** language programs

1,250,000 or 9.6% of the population of Greater New York listen to **POLISH** language programs

670,000 or 5.1% of the population of Greater New York listen to **GERMAN** language programs

250,000 or 2% of the population of Greater New York listen to **SPANISH** language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

BEHIND *the* MIKE

ERIC LUND, program director of WLVA, Lynchburg, Va., before joining the Army, is now an MP. Claude Taylor, program director, is awaiting call to the Army as a Volunteer Officer Candidate. Gayle Pearson has been promoted from control operator to handling local studio shows. Randolph Bean has been made continuity chief and Caroline Read is in charge of writing and editing women's scripts for all department store sponsors.

HARVEY FRITSCH has resigned from WJNO, West Palm Beach, to join WIOD, Miami, Fla., as announcer. Cy Newman, recently with WIOD, has joined WJNO, taking over the morning programs and all sports, in addition to parttime selling. Gilbert Thomas has joined the announcing staff, coming from WCPO, Cincinnati, and WGR, Buffalo. Production Manager Larry Roller has a new granddaughter, born to his son, who works in a war plant in Cleveland. Another son is in the Maritime Training School at St. Petersburg, Fla., while the third is a sergeant in the Army Air Forces, stationed at Morrison Field, West Palm Beach.

RICHARD M. LEONARD has joined the news staff of KLZ, Denver.

MAJ. EDDIE DUNSTEDTER, former Hollywood musical director-organist now with the Army Air Forces, has been promoted to commanding officer of the radio production unit, West Coast Army Air Forces Training Center, Santa Ana, Cal. He replaces Col. James H. Higgs, transferred to command of the Army Air Forces Advanced Glider School at Fort Sumner, N. M. Capt. Louis T. Steele, formerly of Benton & Bowles, New York, has taken over Major Dunstedter's former duties as executive officer of the radio unit.

PEGGY HALLIGAN, formerly of the BLUE continuity staff, is now a member of the script writing staff.

DOROTHY FUNT, sister of Allen A. Funt, has been made a partner in the latter's radio production firm. She will act as general manager and also be in charge of sales.

IRA AVERY, assistant to Julius F. Seebach, vice-president in charge of programs of WOR, New York, has left the station to enter military service.

MARTIN TOBIN, from WKBW-WGR, Buffalo, has joined the announcing staff of WIP, Philadelphia. Mr. Tobin's experience includes producing and announcing for three networks.

WOODROW LEAFER, and Joseph Boley, both of the Overseas Broadcast staff of the Office of War Information, have joined the announcing staff of WQXR, New York, replacing Richard James and Chester Santon. Mr. Leafer came from W47NY, New York FM station, and Mr. Boley from WOV, New York.

Frank Gillmore

FRANK GILLMORE, 75, president emeritus of Actors Equity Assn., died March 29 at Roosevelt Hospital, New York. With a group of other actors, Mr. Gillmore organized Equity in 1913. At the time of his death, Mr. Gillmore was international president of the Associated Actors & Artists of America. Surviving are his wife, and two daughters, Margalo Gillmore, noted actress, and Mrs. Ruth Sonino.

WHO SAYS IT'S a young man's game! George Abbe (seated), 60-yea old writer-traveler, for the five-weekly news commentary series whi started March 29 on 13 BLUE Pacific stations, were these networ sponsor and agency executives. Fisher Flouring Mills Co., Seattle, sponsor on a 52-week contract. Pen-wielders are (l to r): William Horsley, President of Pacific National Adv. Agency, servicing the flou account; Ken Fisher, advertising manager of Fisher Flouring Mills Co Tracy Moore, BLUE Western division sales manager, and Arden Pangborn, managing director of KEX, Portland, Ore., originating poi

TOM SWAFFORD, former program manager of KGBS, Harlingen, Tex., is now production manager of KGB, San Diego.

FRANK SOUTH has left WSUI, Iowa City, Ia., to join KGER, Long Beach, Cal., as announcer. He succeeds Finis A. Bell, now in the Army.

BARTON FELLOWES, at one time with WINX, Washington, WMCA, New York, and other stations, has joined the production staff of NBC.

CAREY CRONAN, news editor and political commentator of WELI, New Haven, before joining the Army, was recently inducted.

JIM PLATT, known on the air as "Uncle Jim," joined WTIC, Hartford, Conn., last week, to present a Victory Garden program daily, 9:15 to 9:30 a.m. Mr. Platt was last with WCAX, Burlington, Vt., where he conducted the *Farmers' Special* and the Agricultural Extension Service program.

HARRY SOSNIK, Hollywood musical director of the five-weekly *Gracie Fields*, on the BLUE, has resigned, returning to New York as musical director of Decca Records Inc. Assignment had originally been taken on a six-week basis. Carl Hoff has replaced Sosnik.

BETTY LOU BARBER, of Hollywood, Cal., has joined WHIT, New Bern, N. C., as assistant traffic manager and production chief. Eugene McGehee has joined the announcing staff, coming from KFBI, Wichita, Kan. Dave Ray Mackey, announcer, has joined the Navy as Ensign.

HANK PENNY has left his job as m.c. on the early morning shift at WSB, Atlanta, to go to WLW, Cincinnati, where he will appear on the *Boone County Jamboree* and *Top of the Morning* programs.

DANN MORLEY, formerly of WNBF, Binghamton, N. Y., has joined the announcing staff of WHOM, Jersey City, Karol Sobolewski, announcer, has left the station to do newspaper work in Baltimore.

GEORGE LOWTHER has resig as an NBC writer-director, to join th radio division of Superman Inc., production executive. Lowther h worked on the *Superman* program a freelance basis and will continue writer-director-narrator of the serie

JO RANSON of NBC's press depar ment, co-author with Oliver Pilat "Sodom by the Sea: An Affectiona History of Coney Island", will hav his book reprinted by Garden Ci Publishing Co.

PERRY WARD, Hollywood nouncer, has been assigned to the CB *Grapevine Rancho*, sponsored by Ro Wines Inc.

DAN CAWKINS, announcer KSAL, Salina, Kan., was ordered report March 28 as an Army A Forces Cadet at Shephard Field, Wich ita Falls, Tex.

BETH BARNES, director of produ tion at WSB, Atlanta, was recent married to Lt. John Whatley of th Army, at Birmingham, Ala.

THE
INDUSTRIAL
GATEWAY
to the
RICH
TENNESSEE
VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

JOSEPH CORR, news announcer of WDAS, Philadelphia, has joined the Navy.

PETER ARNELL, former program manager of WJLS, Beckley, W. Va., has joined the staff of WPEN, Philadelphia, as announcer. He succeeds Carl Goodwin, who left to freelance in New York.

STROWAN ROBERTSON and Edith Sharp, both new to radio, have joined CKMO, Vancouver, as announcer and continuity writer.

DON MacKIM, former publicity director of CKWX, Vancouver, is taking a radio technician's course in the Royal Canadian Air Force at Montreal.

CALO MAHLOCK, in the continuity department of WOWO-WGL, Fort Wayne, Ind., before joining the Army, and Mary Stone, secretary in the traffic department, are engaged to be married.

CHARLES BALTIN, assistant director of war activities of WHOM, Jersey City, has taken on additional duties as program director. He will be assisted in his war work by Samuel Vigman, who has been in the bond sales department. Baltin replaces Jack Kelsey, now program director of Muzak Radio Broadcasting Inc.

NORMAN BRADLEY, scriptwriter and producer of programs on WNYC, New York, has joined the announcing staff of WLIB, Brooklyn.

RALPH CHRISTIAN, until recently an announcer at WBRC, Birmingham, has joined WSM, Nashville, Tenn. Jon Farmer, WBRC announcer now in the Army Air Forces in Chicago, is studying radio operations. Margaret Cotten, announcer, is studying radio engineering at night.

ANTHONY ROSS, announcer from WKBN, Youngstown, O., has joined WJSV, Washington.

WARREN ANDERSON, from WOC, Davenport, Ia., has joined WKZO, Kalamazoo-Grand Rapids, as announcer. Paul H. Aurandt, program director, recently started a new series of evening news commentaries. Harry Travis leaves for the Army April 15 and will be replaced by Sherwood Felsing, from Mason City. Ia. Arthur Zaple left for the Army April 1. He was a member of the V-8 Reserve Corps at Western Michigan College.

FRED HINSHAW, chief newscaster of WOWO-WGL, Fort Wayne, Ind., known to listeners as Fred Moore, is the father of a baby boy.

FRANK J. TATE, announcer of WCOL, Columbus, O., has been called to active duty in the Army reserves.

CHUCK SIMPSON has joined WCSC Charleston, S. C., where he will handle sports and special events. He was formerly with stations in Chattanooga and Jacksonville.

JACK DESCH, newscaster of KFRC, San Francisco, is the father of a boy born March 20.

DOLORES KETTLER has been made publicity director of KMPC, Beverly Hills, Cal.

STEVE MERRILL, Hollywood singer, is featured in a thrice weekly mid-afternoon quarter-hour program, *Songs by Steve Merrill*, on BLUE Pacific stations. Lou Bring directs the orchestra.

BOB HARVEY, announcer of CHEX, Peterborough, has joined the Royal Canadian Air Force.

BOB DAVIS, now assigned to day publicity at WOR, New York, will become night editor, starting April 12.

OLIN TICE, former announcer of WJSV, CBS Washington outlet, has joined the CBS announcing staff in New York. His assignment includes the CBS A. & P. *Food News Roundup* program.

Corwin to Rest

NORMAN CORWIN has given up writing and directing the CBS-BBC *Transatlantic Call* series and will leave New York shortly for a prolonged rest, necessitated by a pneumonia attack from which he has failed to recover fully. Earl McGill, CBS producer-director, will handle the next broadcast of the series, to originate in this country, with Clifton Fadiman, literary critic and m.c. of NBC's *Information Please*, serving as writer and narrator. It is not known whether the pair will take over subsequent programs on a regular basis. The weekly series, originating alternately in the United States and Great Britain, last Sunday featured Bob Trout, CBS London correspondent, describing the town of Hull, on England's Yorkshire coast.

Alan Hale Promoted

NEW manager of the research-advertising department of KOMO-KJR, Seattle, is Alan Hale, who has been handling a sportscast, *Hale's Tones*, on KJR nightly, and other newsroom duties. He will retain his sportscast in addition to taking over the duties of Chuck Bailie, retiring research-advertising manager. Hale covered Brooklyn baseball and the New York Giants football games last year with Red Barber. He is a graduate of the U. of Michigan Law School and a former special agent of the FBI under Melvin Purvis.

JOHN BRADFORD, formerly with New York, Pennsylvania and Ohio stations as announcer-newscaster, has joined WMAL, key BLUE outlet in Washington, as announcer, coming from WFMJ, Youngstown, O., where he was production manager.

BERNARD DEAVILLE, producer at the Canadian Broadcasting Corp. Winnipeg studios, has joined the Royal Canadian Air Force.

ROLAND MORRIER, announcer of CBK, Watrous, Sask., has joined the production staff of the Canadian Broadcasting Corp., Winnipeg.

BILL STERN, NBC sports director, has been named chairman of the sports division of the New York chapter of the American Red Cross.

ALBERT GROBE, chief announcer of WQXR, New York, is heard in "America's Food Prices," a March of Time release.

J. HOWARD PYLE, program manager of KTAR, Phoenix, has returned to his desk following conferences with Robert Moss, production manager of BLUE Hollywood, on details of the annual Easter sunrise service program to originate from Colorado Grand Canyon, to be released on BLUE stations this year.

THURSTON HOLMES, announcer of WPEN, Philadelphia, is the father of a girl.

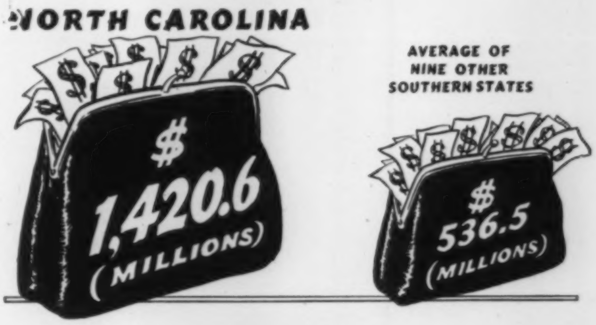
JOHN FORREST, announcer of KFI-KECA, Los Angeles, is writer-composer of the song, "It's a Long Long Way from Minsk to Pinsk," published by Tune Town Tunes. Song is featured in *Thumbs Up*, war workers revue written by Forrest and now playing in Seattle.

RICHARD CUTTING, temporarily added to the announcing staff of KFI-KECA, Los Angeles, has rejoined KFAC, that city.

GRAYLE HOWLETT, sports editor of WGN, Chicago, is the father of a girl born March 18.

NORTH CAROLINA
is the
SOUTH'S No. 1
INDUSTRIAL
STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
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SALESMAN
NBC — 680 K.C.

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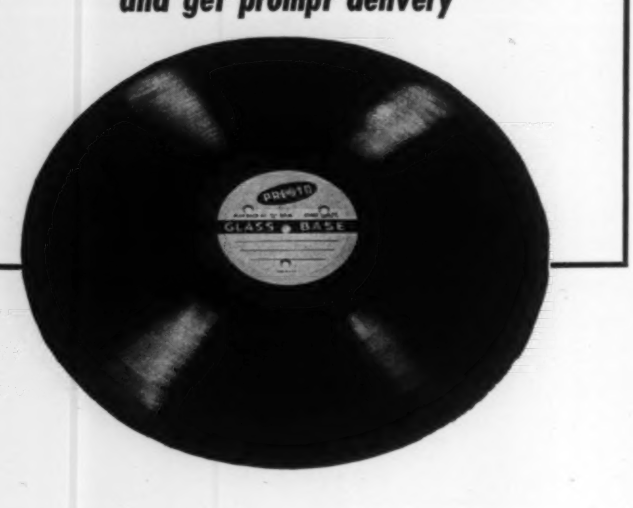
XUM

HOW TO ORDER PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS

and get prompt delivery



1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 4, 1943, part 3037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

★ ★ ★

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.

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In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Studio Notes

TO CLIMAX the New Haven Advertising Club's $100,000 War Bond Selling campaign, the club held a luncheon last week which was broadcast by WELI, New Haven. Listeners moved by the appeal of the program could telephone bond purchasers over special telephone lines installed in the hotel for the purpose.

TO HANDLE the 21 programs originating weekly from the Columbus, Miss., Army Flying School, WCBI, Columbus, is installing a studio and control room at the air base recreation room. Programs are supervised by Pfc. Buck Hinman, former WCBI program director, now in charge of the radio department, Special Service Division. The Army Post is supplying equipment for the studios.

WLW, Cincinnati, begins a new series titled *Keep 'Em Healthy*, presenting advice on prevention of disease and control of parasites of farm animals and poultry. Program, featuring authorities on these subjects, has the support of the Veterinary Medical Assn. of Indiana, Ohio and Kentucky.

JAMES A. FARLEY, former Postmaster General, added another transcription to his collection when he spoke in Cincinnati to the Friendly Sons of St. Patrick. WCKY, Cincinnati, presented the recording to the one-time National Democratic Chairman for his personal library.

LEO EGAN, Yankee Network sports expert, has begun a series of pre-season baseball programs from Tufts College, where the Boston Sox are training, Mondays through Saturdays. Egan moved to the training field of the Braves March 29.

CKGB, Timmins, Ont., has started a Tuesday evening Announcing School for promising high school talent.

WELI, New Haven, marks the start of the baseball season and the windup of the basketball season in broadcasts this week of exhibition games from Yale Field of the Brooklyn Dodgers and Boston Braves vs. Yale, and from the YMCA the New Haven Industrial League championship basketball game. Play-by-play descriptions will be by Phil Buxbaum Jr., who presents a regular 6:30 sportscast from Yale Field interviewing players and visiting sportswriters.

WESX, Salem, Mass., has acquired the AP radio news wire from Press Assn.

ASSOCIATED MUSIC Publishers reports that during February and March three stations became new subscribers to its library service, while nine former subscribers renewed. New subscribers are XEQ, Mexico City; WJEJ, Hagerstown, Md., and WFAS, White Plains, N. Y.

EVEN REDDER is Lt. Billy Ba ber who dropped in to see broth Red Barber, Mutual sports co mentator, after the Old Gold sho The younger Barber, on his fir furlough, took a turn at leadi Sammy Kaye's band.

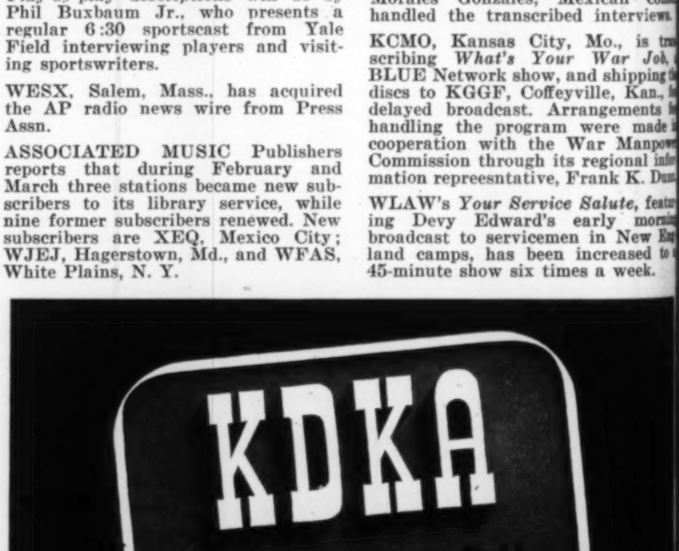
FOR THE fourth successive ye WOWO, Fort Wayne, gave achie ment awards to 16 farm men a women from Indiana and Ohio at i annual Achievement Award Dinn for contributing to the quality a abundance of food production. Pri cipal speaker was Wheeler McMille editor-in-chief of *Farm Journal*.

WMRN, Marion, O., is airing t *Friendly Farmer*, six days a week fr noon to 1 p.m. Bob Gross plays po lar rural transcriptions, gives news farm auctions, Government and sta issued advice on maintaining fa equipment and producing bigger a better crops, and reads commerci on farm products. Two or three tim during the program, he gives gra poultry and livestock quotations.

AS FOLLOW-UP to an earlier tra scribed program featuring intervie with field workers recruited fr Mexico, KOY, Phoenix, recently ma a similar series of interviews wi those workers now assigned and wo ing on farms and ranches in t Arizona area. Ernie Douglas, stati farm editor, in collaboration wi Morales Gonzales, Mexican cons handled the transcribed interviews.

KCMO, Kansas City, Mo., is tra scribing *What's Your War Job*, BLUE Network show, and shipping th discs to KGGF, Coffeyville, Kan., fo delayed broadcast. Arrangements f handling the program were made i cooperation with the War Manpow Commission through its regional info mation repreesntative, Frank K. Du

WLAW's *Your Service Salute*, featu ing Devy Edward's early morni broadcast to servicemen in New En land camps, has been increased to 45-minute show six times a week.



XUM

TIMELY TIPS for better programming and new uses for the transcription library are included in the 20-page brochure entitled *Getting the Most from Your Standard Radio Library* published recently by Standard Radio. The brochure is a resume of the contents, care, technical handling and conservation of the library, with direct application to program treatment, and is intended to acquaint new staff members with library use as well as general suggestions for the better integration of station programming in spite of wartime reduction of personnel.

* * *

Treasury Trolley

PRELUDE to the Treasury's April War Bond drive in Worcester, Mass., was a Toonerville Trolley stunt with WTAG broadcasting an on-the-spot description of the red, white, and blue "Victory Special" at its dedication. WTAG special events chief Bob Dixon covered the proceedings. Beginning with a presentation speech by the head of the War Savings Committee and an acceptance speech by the mayor, the broadcast continued with Dixon boarding the car and interviewing first passengers en route. The program was recorded and rebroadcast in the evening to induce listeners to "ride home on the Victory Special and buy a war stamp." Trolley will follow regular routes throughout the city for another two weeks.

* * *

Furrow Competition

TWO experienced and two inexperienced gardners selected from applicants from the listeners of WFBL, Syracuse, will be furnished all seeds, plants, fertilizers and insecticides for a garden competition, the details of which are to be aired on WFBL to acquaint listeners with gardening problems and their solutions. Members of the Victory Garden Council of the Men's Garden Club of Syracuse will act as advisers to the inexperienced gardeners, while the other two will work independently. When weather permits, broadcasts will be shortwaved directly from the gardens. Two 50 x 100 and two 30 x 50 foot plots are being cultivated.

* * *

Missing Marglobes

EACH of the 2,000 employes of the John Shillito Department Store, sponsor of *Your Victory Garden* and *Mystery Chef* on WSAI, Cincinnati, has received a small bulletin prepared by Ewald Kockritz, promotion manager, titled "The Case of The Missing Marglobes", which explains why there is a shortage of vegetables and how the employees may benefit from the store's program. Recipes of "The Mystery Chef" are available to customers who ask for them.

* * *

CBS Program Catalogue

WITH the first issue of "CBS Programs for Sale," CBS provides a new service for potential advertisers seeking new radio ideas and tested pre-built programs. In a pocket-size pamphlet are listed current and recent series available for sponsorship, with a description of each program, including details on talent, audience ratings, production staff and other data.

Merchandising & Promotion

Missing Marglobes—Treasury Trolley—Sportsletter
War Substitutes—Furrow Competition

Trade Report

AS a supplment to the usual MBS publicity releases, a special trade news report was instituted last week by Mutual through Christopher Cross, assistant to Lester Gottlieb, director of MBS publicity. Released at various intervals, the report highlights its news in various categories, such as food, drugs.

* * *

KXOK Promotion

PROMOTION campaign by KXOK, St. Louis, is putting the station, and local and Blue Network programs and personalities, on 150 billboards, in 70 country newspapers, in regular display ads and direct mail and promotion pieces, and in the daily *St. Louis Star-Times*.

Success Staff

SUCCESS achieved by Mary Margaret McBride for advertisers using her five-weekly series on WEAF, New York, is shown by statements from advertisers and excerpts from listeners' letters reproduced in "It's One O'Clock", hard-cover brochure.

* * *

California Facts

RADIO directory has been published in card form by The McClung Group—KVCV, Redding, Cal.; KHSL, Chico, Cal.; and KYOS, Merced, Cal. One side of the card gives stations, networks, representatives and related information for Northern California, and the other side furnishes similar data for Southern California.

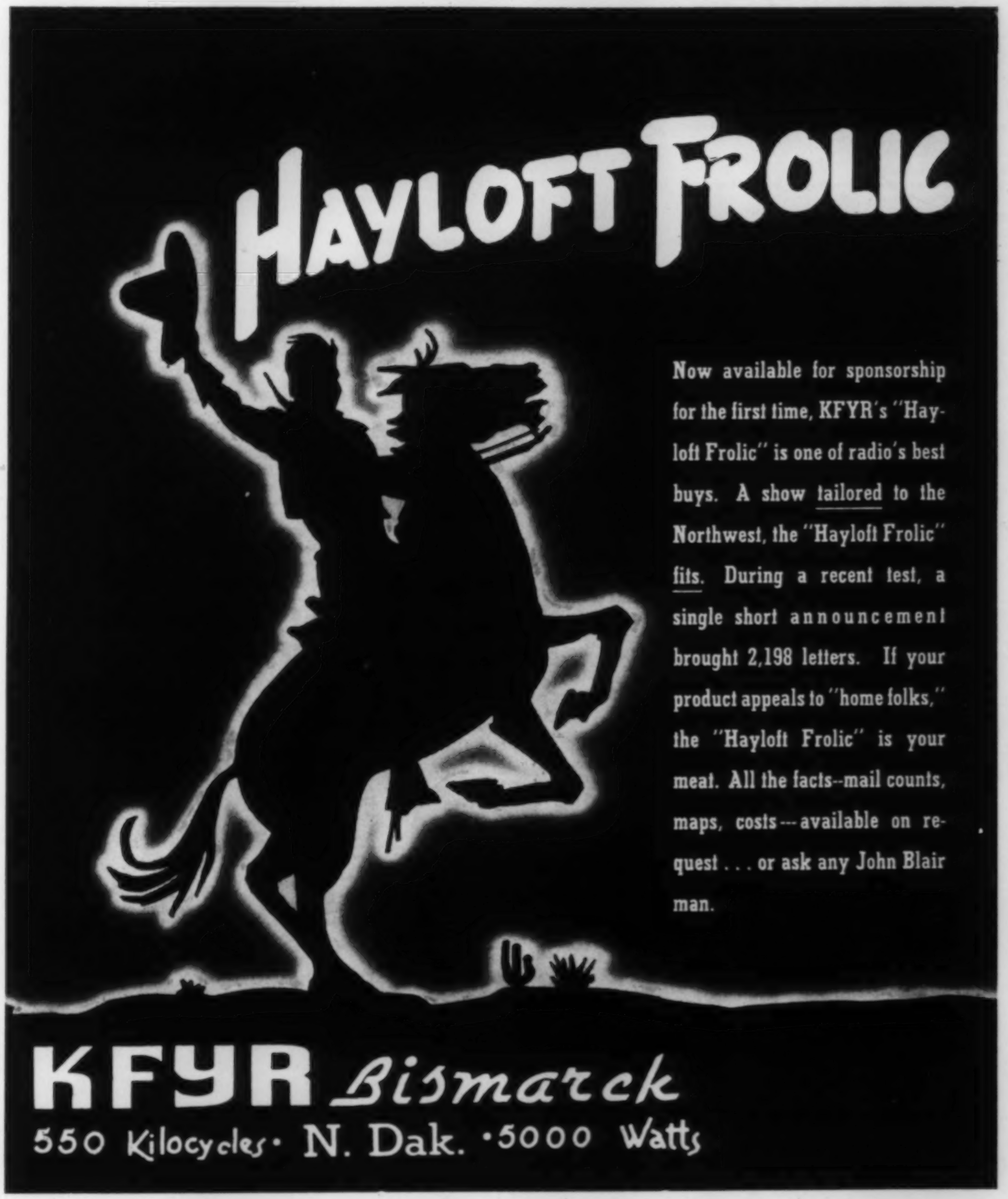
Four-In-One

INTERPRETING the quantitative statistical measurements of the changes war has brought to the Pacific Coast in terms of qualitative effects, the Blue Network is putting out a large single-fold brochure together with a letter explaining eight ways important to advertisers in which the Coast area has changed since the war. The brochure indicates advantages in buying time on Pacific Blue covering California, Washington, Oregon and Nevada.

* * *

Service Sportsletter

DIGESTED from the scripts of the nightly sportscast, on KGVO, Missoula, Mont., a weekly sports letter is being mailed to Western Montana men in the armed forces by Yandt's Men's Wear, sponsor of *Yandt's Sport Slants*, nightly five-minute period. Mailing list was obtained by asking, on the broadcast, parents and relatives of service men to send in addresses of men for the list.



Now available for sponsorship for the first time, KFYR's "Hayloft Frolic" is one of radio's best buys. A show tailored to the Northwest, the "Hayloft Frolic" fits. During a recent test, a single short announcement brought 2,198 letters. If your product appeals to "home folks," the "Hayloft Frolic" is your meat. All the facts--mail counts, maps, costs---available on request . . . or ask any John Blair man.

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Pure Food Co., Mamaroneck, N. Y. (Herbox), 7 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.

Standard Oil Co. of Indiana, Chicago, 6 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.

All-State Insurance Co., Chicago, 3 *sa* weekly, 26 weeks, thru Ruthrauff & Ryan, Chicago.

Belgian Information Center, New York, 3 *sa* weekly, 4 weeks, thru Albert Frank-Guenther Law, N. Y.

National Biscuit Co., Chicago (cereal), 6 *sa* weekly, 7 weeks, thru Federal Adv. Agency, N. Y.

Lydia Pinkham Co., Lynn, Mass. (vegetable compound), 6 *sa* weekly, 13 weeks. thru Erwin-Wasey & Co., N. Y.

Oelwein Chemical Co., Oelwein, Ia. (fertilizer), 3 *sa* weekly, 4 weeks, thru Cary-Ainsworth Agency, Des Moines.

Lever Bros., Cambridge, Mass. (Vimms), 17 *sa* weekly, 26 weeks, thru BBDO, N. Y.

Streator Drain Tile Co., Streator, Ill., 6 *sa* weekly, 13 weeks, thru T. R. Bauerle Adv. Agency, Chicago.

Hulman & Co., Terre Haute, Ind. (baking powder), 4 *sa* weekly, 29 weeks, thru Pollyea Adv. Co., Terre Haute, Ind.

Nitragin Co., Milwaukee, Wisconsin (Nitragin), 3 *sa* weekly, 6 weeks, thru Western Adv. Agency, Racine, Wis.

WEEI, Boston

Charles Gulden Inc., New York (mustard), 3 *sp* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.

Curtis Publishing Co., Philadelphia (Satevepost), 12 *ta* weekly, 52 weeks, thru McFarland-Aveyard & Co., Chicago.

Moxie Co., Boston (beverage), 6 *sa* weekly, 20 weeks, thru Alley & Richard, Boston.

Columbia Pictures Corp., New York (More The Merrier), 6 *sp* weekly, 8 weeks, thru Biow Co., N. Y.

Joseph C. Burnett, Boston (extracts), 3 *sa* weekly, 8 weeks, thru H. B. Humphrey Co., Boston.

Rumford Chemical Co., Rumford, R. I. (baking powder), 3 *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.

H. P. Hood & Sons, Boston (creamery products), 6 *sp* weekly, 13 weeks, thru Harold Cabot & Co., Boston.

A. S. Boyle Co., Jersey City (Old English cleanser), 6 *sa* weekly, 13 weeks, thru Blackett-Sample-Hummert, N. Y.

WOV, New York

Roxy Theatre, New York, 54 *ta*, thru Kayton-Spiero Co., N. Y.

National Shoe Stores, New York, weekly *sp*, 52 weeks, thru Emil Mogul Co., N. Y.

National Birth Certificate, Los Angeles, 52 *t*, thru United Adv., Chicago.

O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 301 *sa*, thru Advertising & Sales Council, N. Y.

Nacor Medicine Co., Indianapolis (proprietary), 20 *sa*, thru E. H. Brown, Adv., Chicago.

S. A. Schonbrunn & Co., New York (coffee), *sp*. weekly, 52 weeks, thru Pettinella Agency, N. Y.

Wm. H. Wise & Co., New York (books), 6 *sp* weekly, 52 weeks, thru Huber, Hoge & Sons, N. Y.

V. La Rosa & Sons, Brooklyn (macaroni), 6 *sp* weekly, 52 weeks, thru Commercial Radio, N. Y.

Interstate Bakeries Corp., Los Angeles, 5 *ta* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.

Barney's, New York (men's clothing), 3 *ne* weekly, thru Emil Mogul Co., N. Y.

WGY, Schenectady

Church & Dwight, New York (soda), 6 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.

Curtis Publishing Co., Phila. (Satevepost), 3 *sa* weekly, thru Macfarland, Aveyard & Co., Chicago.

Radbill Oil Co. Phila. (Renuzit), 3 *sa* weekly, thru Harry Feigenbaum Adv. Agency, Phila.

Colgate-Palmolive-Peet, Jersey City (Supersuds), 286 *sa*, thru William Esty & Co., N. Y.

J. H. Filbert Inc., Baltimore (margarine), 4 *sa* weekly, thru Courtland D. Ferguson Inc., Baltimore.

Resinol Chemical Co., Baltimore (proprietary), 300 *sa*, thru Courtland D. Ferguson Inc. Baltimore.

Grove Labs., St Louis (proprietary), 3 *sa* weekly, 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.

N. Y. Von Co., New York (proprietary), 208 *ta*, thru Roy S. Durstine Inc., N. Y.

By-Trous Corp., Boston (fertilizer), 39 *sp*. thru Wood, Brown & Wood, Boston.

Pan American Coffee Bureau, New York, 78 *sa*, thru J. M. Mathes Inc., N. Y.

KTHS, Hot Springs, Ark.

Beelan's Lab., Atlanta (proprietary), 104 *sa*, thru Harvey-Massengale, Atlanta.

Block Drug Co., Jersey City (Gold Metal capsules), 522 *ta*, thru J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Brown's Mule chewing tobacco), 312 *ta*, thru J. Carson Brantley, Salisbury, N. C.

Dr. W. B. Caldwell Inc., Monticella, Ill., 260 *ta*, thru Sherman & Marquette, Chicago.

Hulman Co., Terre Haute, Ind. (Clabber Girl baking powder), 520 *sa*, thru Pollyea Adv. Co., Terre Haute.

Mentholatum Co. (Mentholatum), 161 *sa*, thru J. Walter Thompson Co., N. Y.

National Biscuit Co., New York, 312 *ne*, thru McCann-Erickson, N. Y.

Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 500 *ta*, thru Lake-Spiro-Shurman, Memphis.

Shuptrine Co., Savannah, Ga. (Tetterine), 157 *ta*, thru Harvey-Massengale Co., Atlanta.

Vick Chemical Co., 10 *sa*, 5 *ne*, thru Morse International, N. Y.

Willard Tablet Co., Chicago (proprietary), 100 *sa*, thru First United Broadcasters, Chicago.

KHJ, Hollywood

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 18 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 18 *ta* weekly, 39 weeks, thru William Esty & Co., N. Y.

Golden State Co. San Francisco (Golden V. milk), 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, San Francisco.

Colonial Dames Corp., Los Angeles (cosmetics), 2 *sa* weekly, 17 weeks, thru Glasser-Gailey & Co., Los Angeles.

Langendorf United Bakeries, San Francisco 4 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

Coast Federal Savings & Loan Assn., Los Angeles (investments), *sp* weekly, 12 weeks, thru Robert F. Dennis Inc., Los Angeles.

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 3 *sp* weekly, 26 weeks, thru H. W. Kastor & Sons, Chicago.

KFRC, San Francisco

Mother's Cake & Cookie Co., Oakland, 3 *ne* weekly, thru Emil Reinhardt Adv. Agency, Oakland.

Acme Breweries, San Francisco, 5 *t*, 4 *ta* weekly, thru Brisacher, Davis & Van Norden, San Francisco.

Kilpatrick's Bakery, San Francisco, 19 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.

Golden State Co., San Francisco (dairy products), *ta*, thru Ruthrauff & Ryan, San Francisco.

RKO Pictures Inc., Hollywood, Cal., *sa* series, thru Raymond R. Morgan Co., Los Angeles.

Murine Co., Chicago (eye drops), 5 *ta* weekly, thru BBDO, San Francisco.

Lumberman's Mutual Casualty Co., Chicago (insurance), *sa* weekly, thru Leo Burnett Co., Chicago.

Moore's Inc., San Francisco (men's clothing chain), weekly *sa*, thru Brisacher, Davis & Van Norden, San Francisco.

WABC, New York

Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams and Cunnyngham, Chicago.

Beech-Nut Packing Co., Canajoharie, N. Y. (coffee), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.

General Baking Co., New York (Bond Bread), 3 *sp* weekly, thru BBDO, N. Y.

Borden Co., New York (Pioneer Ice Cream Brands Division), 3 *ne* weekly, thru Young & Rubicam, N. Y.

WLW, Cincinnati

Readers Digest, Pleasantville, N. Y., on *sp* weekly, thru BBDO, N. Y.

Wiedemann Brewing Co., Newport, Ky., *sa* weekly, thru Strauchen & McKim Agency, Cincinnati.

Dr. Salsbury's Labs., Charles City, (livestock medicine), 3 *ta* weekly, N. A. Winter Adv. Agency, Des

Studebaker Corp., South Bend, 3 *ne* thru Roche, Williams & Cunnyngh Chicago.

Sunway Vitamin Co., Chicago, *sp* thru Sorensen & Co., Chicago.

Voice of Prophecy, Washington (religi lectures), *sp* weekly, thru George C. kin Assoc., Chicago.

Peabody Hosiery, Mendenhall, Miss., 18 weekly, thru Southern Adv. Co., Mende hall, Miss.

Casco Co., Canton, O. (Cold Tablets), weekly, thru Howard Swink Adv. Agen Marion, O.

KFI, Los Angeles

Loma Linda Food Co., Arlington, (Ruskets), 2 *sp* weekly, 52 weeks, Gerth-Pacific Adv., Los Angeles.

Hulman & Co., Terre Haute, Ind. (Clab Girl baking powder), *sa* weekly, weeks, thru Pollyea Adv. Terre Ind.

Knox Gelatine Co., Johnstown, N. (Knox gelatine), *sp* weekly, 13 thru Kenyon & Eckhardt Inc., N. Y.

Ball Bros. Co., Muncie, Ind. (Ball 5 *sp* weekly, 13 weeks; 3 *sp* weekly, weeks, thru Applegate Adv. Agen Muncie, Ind.

KERN, Bakersfield

California Spray Chemical Co., Richmon Cal. (ant spray), 5 *sa* weekly, 13 thru Long Adv. Service, San Jose,

Seaboard Finance Co., Los Angeles come Tax payments), 14 *ta* weekly, weeks, thru Smith & Bull Adv., Los geles.

National Lead Co., San Francosco Boy, Wonsover paints), 4 *ta* weekly, weeks, thru Erwin, Wasey & Co., Francisco.

Rohm & Hass Co., Philadelphia (Leth 60), 2 *sa* weekly, 16 weeks, thru New Emmett Co., N. Y.

WABC, New York

Twentieth Century Fox Film Corp., York (The Moon Is Down), 3 *sa*, Kayton-Spiero Co., N. Y.

Filtrex Co., Elizabeth, N. J. (Heat boiler cleaning compound), *sa* thru Neff-Rogow Inc., N. Y.

WSLI, Jackson, Miss.

Grove Labs., St. Louis (Pazo), 6 *sa* thru Russel M. Seeds Co., Chicago.

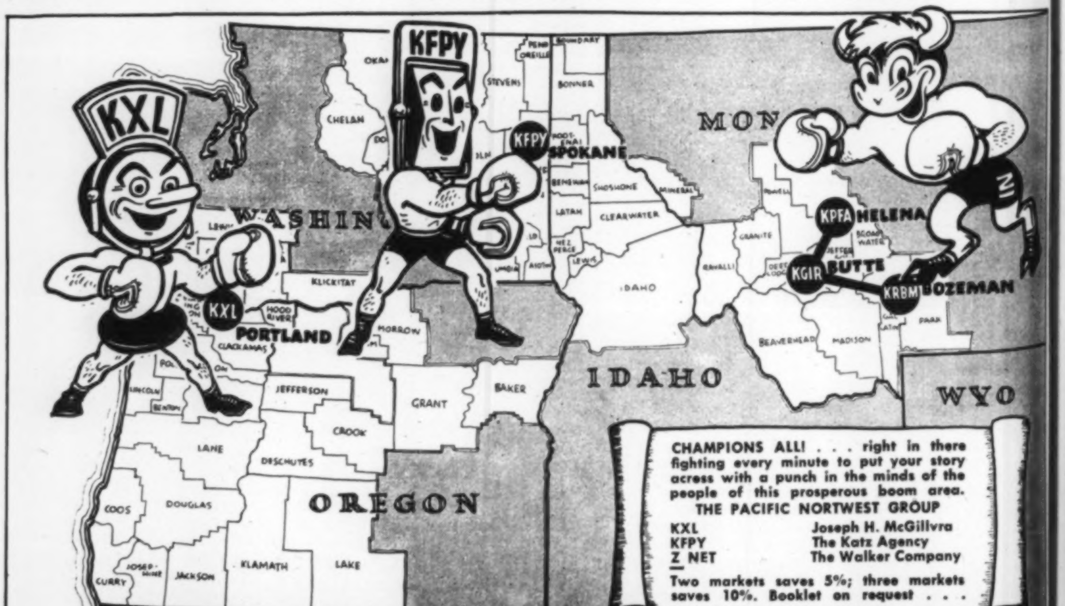
Best Brewing Co., Chicago, 18 *sp* direct.

Mississippi Power & Light Co., Jackson *sp* weekly, direct.

WLIB, Brooklyn

20th-Century Fox Film Corp., New 21 *sa*, 2 *sp* weekly, indefinitely, Kayton-Spiero Co., N. Y.

I. J. Fox, New York (furs), 7 *sp*, 30 weekly, 6 weeks, direct.



CHAMPIONS ALL! . . . right in there fighting every minute to put your story across with a punch in the minds of the people of this prosperous boom area.

THE PACIFIC NORTWEST GROUP

KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

Two markets saves 5%; three markets saves 10%. Booklet on request . . .

Radio Advertisers

JOHN C. WINSTON Co. (publisher), is sponsoring *Book Loft*, a book review program, Tuesdays at 7:45 p.m., and *Children's Story Time* Saturday mornings, 9:30, on WSNY, Schenectady.

BARNEY'S CLOTHES, New York men's store, extensive user of local spot radio, has increased its weekly schedule on WLIB, Brooklyn, from 10 to 15 quarter-hour periods, and from 12 to 21 spot announcements. Agency is Emil Mogul Co., New York.

ANACIN Co., Jersey City, celebrated receipt of the Army-Navy E award for their production of drugs on four of their regular network programs, John B. Hughes, MBS; *Our Gal Sunday*, and *Easy Aces*, CBS; and *Just Plain Bill*, NBC. Agency is Blackett-Sample-Hummert, New York.

AMERICAN HOME PRODUCTS Corp., New York, has named Compton Adv., New York, for Aspertane, product manufactured by Whitehall Pharmacal Co., New York, a subsidiary. Media plans not set.

RED & WHITE Food Stores, Denver, sponsor noon newscasts on KLZ, Denver, the second large food chain signed recently by KLZ. Red & White plans a promotion campaign.

L. N. HUFF OPTICAL Co., Atlanta, is sponsoring a dramatic series, *The Voice of Vision*, 7-7:30 p.m. Sundays on WGST, Atlanta. Show is based on the lives of famous scientists, and includes a commentary by Dr. Huff. Contract is for one year.

LaSALLE & KOCH, Toledo department store, is starting an intensive spot drive on WTOL, Toledo.

ADLER SHOES, New York, expands its radio activities on WHN and WNEW, New York, with spots before and after home and away games of the Brooklyn Dodgers, on WHN, one or two announcement week days and a larger number Sundays on WNEW. Consolidated Adv., New York is agency.

CANADIAN WATERPAINTS Ltd., Montreal (casein paint), has started announcements on Montreal stations. Account was placed by J. J. Gibbons Ltd., Montreal.

KENNEDY MFG. Co., Toronto (insect exterminator), has started announcements on Ontario and Quebec stations. Account was placed by Cockfield, Brown & Co., Montreal.

SARATOGA PRODUCTS, Toronto (potato chips), has started announcements on Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

NEW PROGRAM for Bourjois Inc., *Here's to Romance*, to be aired on the BLUE beginning April 18, is celebrated by company and network executives. Pleased about the contract are (l to r) Paul Douglas, general manager, and Stanley Chambers, advertising manager, of the cosmetic house; and Edgar Kobak, executive vice-president of the BLUE.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on a 52-week contract in early March expanded its Pacific Coast radio schedule to include daily participation in *Woman's Magazine of the Air* on KPO; *Happy Homes* on KHJ, and the Ann Gibson program on KFSD. Other stations in selected markets are under consideration. Firm also sponsors a thrice-weekly five-minute program, *The Name in the News*, on KNX, Hollywood, with transcribed version on KQW, San Francisco, and KOY, Phoenix. Little & Co., Los Angeles, has the account.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on March 21 replaced its weekly five-minute program, *Quiz Quotient*, with *News By Dick Joy*, on 9 CBS Pacific and Arizona stations, Sunday, 8:25-8:30 p.m. (PWT). Glasser-Gailey & Co., Los Angeles, has the account.

OLSON RUG Co., Chicago, has started a daily one-hour series of transcribed classical programs, titled *Dinner Concert*, on WJJD, Chicago. Agency is Presba, Fellers & Presba, Chicago.

EDWARD HINES LUMBER Co., Chicago, has purchased the time for the quarter-hour weekly transcribed *Bluejacket Sing* on WBBM, Chicago. Program is transcribed by choir members of Naval Training Center at Great Lakes, Ill. Agency is George H. Hartman Co., Chicago.

SANTA MONICA FLAVOR & Extract Co., Santa Monica, Cal., in a Los Angeles area test campaign to promote its flavoring for butter, on March 29 started sponsoring thrice-weekly participation in *Polly Patterson's Pantry* on KFAC, and *Norma Young's Happy Homes* on KHJ. Contracts are for 13 weeks. Agency is Raymond R. Morgan Co., Hollywood.

Lever Interests Acquire Birds Eye Outside U. S.

CONTROL of Frosted Foods (Ltd.), London, English subsidiary of Frosted Foods Sales Corp., New York, has been sold to Lever Bros. & Unilever Ltd., according to Edwin T. Gibson, vice-president of General Foods Corp., New York, controlling company.

Lever Bros. & Unilever, already interested in the preserved foods industries with plans to develop along new lines after the war, will extend the processing and sales of Birds Eye quick-frozen foods to all parts of the world outside of the United States and its possessions.

GOOD FOODS, Minneapolis (Skippy peanut butter), has started weekly half-hour *Hollywood Theatre*, transcribed syndicated dramatic feature on WMAQ, Chicago. Contract, for 26 weeks, was placed by Sidney Garfinkel Adv. Agency, San Francisco.

PETRI WINE Co., San Francisco (wine and Italian cigars), has purchased quarter-hour newscasts six times a week in Italian on WGES, Chicago.

WEINSTEIN Co., San Francisco (department store chain), recently started for 26 weeks *Top Tunes for the Service*, half-hour weekly transcribed program on KFRC, San Francisco, placed direct.

CHEMICALS Inc., Oakland, Cal. (Vano), on March 24 started *The First Reader* with Foster May as editor and narrator, on KPO, San Francisco, weekly. Stories from national magazines are featured. Agency is Sidney Garfinkel, San Francisco.

KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KMJ FRESNO
KERN BAKERSFIELD

CALIFORNIA COVERAGE

A TALE OF 412 PEOPLE

On March 12-15-16 and 17 from 10 to 10:15 A. M., during the time "Baukhage Talking" is on KFBK we asked 412 people—"To what station are you listening RIGHT NOW?"

Here are the percentages:

KFBK 47.7%
Station B 14.8%
Station C 10.6%
Station D (a big out of towner) 9.5%
Station E 8.1%
All Others 9.3%

Ask Any Raymer Rep. or KFBK for a Quotation on "Baukhage Talking"

THE McCLATCHY GROUP

IT PAYS TO ADVERTISE ON THE SPOT

...with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

1ST on the Dial in Georgia!

590 KC.

WAGA

Atlanta

A FORT INDUSTRY STATION

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Small Towns Big Markets in Farm Belt

WITH THE small town a bigger market than ever before in the farm belt, many advertisers are asking the question "How quickly can a modest radio campaign influence sales in small town stores?" A recent Ross Federal study provides the answer.

The survey covered 29 representative towns in Iowa, Nebraska and Missouri (the No. 1 Farm Market!), where small town stores handle the trade of 80% of the population.

Its purpose, to determine the percentage of dealers experiencing actual sales increases on 25 different products after only six weeks of advertising on KMA, Shenandoah, Iowa.

The results were amazing: 21.3% of the dealers reported definite sales increases on every product; 51.4% on a deodorant; 30% on an alkaline tablet; 34.3% on a laxative; 40.9% on a headache tablet; 26.9% on a cigarette; 24.3% on a yeast; 24.4% on a "class" magazine.

The conclusion is obvious: for big results *fast* in the No. 1 Farm Market, you need the *right* kind of advertising influence. If you're not getting your share of this prosperous market, you *can* do something about it. Write—right now—for your copy of the KMA Market Data Brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Agencies

DANIEL S. TUTHILL, vice-president of National Concert & Artists Corp., New York, has been made western manager, headquartered in Hollywood. He succeeds Charles Smith, resigned.

ROBERT M. DEARDORFF has left Earl Newsom & Co., New York public relations firm, to rejoin J. M. Mathes Inc., N. Y. Mr. Deardorff was at one time with the NAM.

CLARE OLMSTEAD, producer of Young & Rubicam, on the weekly NBC *Westinghouse Program*, sponsored by Westinghouse Electric & Mfg. Co., in addition has been named West Coast talent director for the agency.

STUART SHERMAN, president of Sherman & Marquette, Chicago, was in Hollywood March 30 for initial broadcast from that city of the CBS *Monty Woolley—Al Jolson Show*, sponsored by Colgate-Palmolive-Peet Co. Program shifted from New York to Hollywood for balance of the season.

CARROLL O'MEARA, business manager of Young & Rubicam, Hollywood office, joins the OWI Overseas Division as writer-producer on April 5 and will be headquartered in San Francisco. Al Scalpone, producer - commercial writer of that agency, has joined the War Dept. radio division in a civilian capacity.

HENRY LEGLER, New York vice-president of Warwick & Legler Inc., and Edward Morris, advertising director of Pabst Brewing Co., Chicago, have returned to their headquarters after attending the initial Hollywood broadcast of the CBS Pabst *Blue Ribbon Town*, which started March 27. Warwick & Legler services that account.

RUSSELL (Rusty) PIERCE, radio publicity director of N. W. Ayer & Son, New York, on April 1 leaves the agency to join the Marines. No successor has been named.

WILLIAM E. SCHNEIDER, who formerly handled coordination of radio commercials and Government messages on General Foods programs for Benton & Bowles, New York, has been named assistant to William R. Baker, Jr., executive vice-president in charge of General Foods accounts. Beneta Cox takes over Mr. Schneider's former duties.

CARL STANTON, executive in the radio department of Foote, Cone & Belding, New York, has resigned. New addition to the agency's radio department as an assistant on the Lucky Strike account is George Perkins, formerly program manager of WFBL, Syracuse.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

HARTFORD'S THE SPOT . . .

for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.

CBS

FORWARD-LOOKING FIRM signed for a weekly half-hour program dramatizing post-war life, titled *The World We're Fighting For*, on KFI Los Angeles, when these stations, sponsor, and advertising executives gathered to complete details. Based on the statements of social planners, statesmen and economists, the series started under sponsorship of Bullock's Los Angeles department store, on April 2 for 26 weeks. Program had previously been sponsored by that firm on week-to-week basis. Executives are (l to r): George Whitney, station account executive; Franklin Archer, publicity director of Bullock's; O. V. Johnstone (seated), account executive of Dana Jones Co., Los Angeles agency servicing the account, and William B. Ryan, general manager of KFI.

Dawson to Y & R

STEWART DAWSON, assistant program director of CBS Chicago, has been appointed radio director of the Chicago office of Young & Rubicam. Mr. Dawson started in radio as announcer in 1925, became program director of WIBO, Chicago, and later announcer at NBC Chicago. Five years ago he joined CBS as a producer.

J. CLIFFORD ROBERTS has joined the Detroit office of Ruthrauff & Ryan, New York, as account executive, and C. D. Carson has joined the staff as assistant art director. Mr. Carson was with Campbell-Ewald Co.'s Detroit office for five years. Roberts has been associated with D. P. Brother & Co., J. Walter Thompson Co., and served as advertising manager of Transcontinental & Western Airlines.

JOHN E. FINNERAN, former vice-president of Benton & Bowles, New York, and advertising director of Scripps-Howard Newspapers, has joined Grey Adv., New York, as account executive.

MARJORIE BAILEY, formerly of Grey Adv., New York, has joined Morton Freund Adv., New York, as copy director.

BUCHANAN & Co., New York, is handling the current spot campaign for United Artists "Hangmen Also Die" [BROADCASTING, March 29]. It was incorrectly reported that Donahue & Coe placed the business.

TOM EVERETT, of the radio department of Young & Rubicam, New York, has been named assistant to the radio director, Thomas F. Harrington. Before joining Y & R, Mr. Everett worked on both the film and radio shows of the *March of Time*. He was one of the first editors of the radio series.

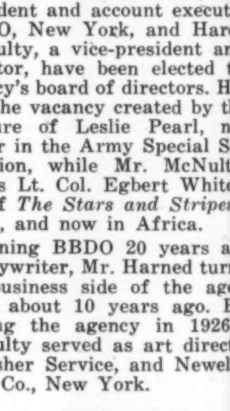
DAVID R. FENWICK, radio director and account executive of Eugene F. Rouse & Co., Los Angeles agency, has joined Lockwood-Shackelford Adv. Agency, that city.

Harned, McNulty Named To Directorate of BBDO

SAMUEL A. HARNED, a vice-president and account executive of BBDO, New York, and Harold C. McNulty, a vice-president and art director, have been elected to the agency's board of directors. Harned fills the vacancy created by the departure of Leslie Pearl, now a major in the Army Special Service Division, while Mr. McNulty replaces Lt. Col. Egbert White, editor of *The Stars and Stripes*, and *Yank*, and now in Africa.

Joining BBDO 20 years ago as a copywriter, Mr. Harned turned to the business side of the agency's work about 10 years ago. Before joining the agency in 1926, Mr. McNulty served as art director of Thresher Service, and Newell-Emmett Co., New York.

CHARLES F. BEARDSLEY, Hugh Lewis and Myrtle M. Post are new members of the staff of Aitkin-Kynett Co., Philadelphia.



"Hmph! And WFDF Flint Michigan says communications are essential!"

BRADFORD, TAYLOR MOVE UP IN T-H-S

GUY BRADFORD and Archie Taylor of KRGV, Weslaco, Tex., have been named to higher posts by the Taylor-Howe-Snowden Group, operators of four Texas stations. Mr. Bradford leaves the job of general manager of KRGV to become assistant to Lowell Sibson, national and regional sales manager for T-H-S.

At one time operating the Bradford Advertising Service, Mr. Bradford has been engaged in various phases of sales promotion. He has been connected with the *Valley Morning Star*, *Brownsville Herald*, *McAllen Press* and *Edinburg Valley Review*. Starting at KRGV as salesman, he became successively sales manager, assistant general manager, and general manager.

Taking over as KRGV general manager is Archie Taylor, who has been business manager for the last two years. Mr. Taylor, a youngster who has come up fast in radio, was connected with the Southwestern Public Service Co. and later with KGNC, Amarillo, before going to KRGV.

The T-H-S Group, which comprises KGNC, Amarillo; KFYO, Lubbock; KTSA, San Antonio; and KRGV, now directs the Lone Star Chain, which includes KRGV, KGNC, KTSA, and KXYZ, Houston; KRIS, Corpus Christi; KGKO, Fort Worth.

CBC Vacancy Filled

MRS. MARY SUTHERLAND, of Revelstoke, B. C., has been appointed to fill the last vacancy on the Board of Governors of the Canadian Broadcasting Corp., the office of Prime Minister Mackenzie King at Ottawa announced March 25. Mrs. Sutherland is a former member of the Board of Unemployment Commissioners and of its predecessor, the National Employment Commission. Her term of office is three years, starting Nov. 2, 1942. The only woman member of the CBC Board of Governors, she replaces Mrs. Nellie McClung, Victoria, B. C., who resigned on account of ill health. Mrs. Sutherland is the wife of Dr. T. W. Sutherland, Revelstoke physician.

Gen. Foods Appointments

WILLIAM E. SCHNEIDER and Beneta Cox have been named to assist on the General Foods accounts at Benton & Bowles. Mr. Schneider will be assistant to William R. Baker Jr., executive vice-president in charge of the accounts, with Miss Cox taking over coordination of radio commercials and Government messages on all programs, a post formerly held by Mr. Schneider.

Alfred H. Messing

ALFRED H. MESSING, 67, president of Peck Adv. Agency, New York, from 1922 to 1930, and onetime publisher of the former *Chicago Herald and Examiner*, died March 28 at the Hudson River State Hospital after an illness. A Hearst executive until 1920, Mr. Messing had previously been city editor of the *St. Louis Star*. A brother and a sister survive.

No Party

NO CELEBRATION marked the coming of age last week of WWL, New Orleans' 50,000-w. station. Only 15 minutes of the station's twenty-first birthday, March 31, was devoted to observing the anniversary, while in peacetime the whole day would be spent in celebrity broadcasts and salutes from CBS stations all over the nation. Owned and operated by Loyola U., WWL started 21 years ago with the Fathers of Loyola broadcasting over a 10-w. transmitter and dreaming of the day when the station's power could be increased to 100 w.

NBC Recording Division Adds Sponsors, Renewals

CONTRACT for 195 programs of *Betty and Bob* has been signed by KDAL, Duluth, for the City Water & Gas Co., according to NBC's Radio Recording Division.

Subscribers to *Flying for Freedom*, and sponsors include: WBLK, Clarksburg, W. Va., Sinclair Oil Dealers; KTRH, Houston, Dairyland Ice Cream Co.; WTCM, Traverse City, Mich., Parsons Mfg. Co.; and WJPR, Greenville, Miss., C. E. Jordan Furniture Co., the Crystal Grille, Ayres Co., and Queen City Cleaners.

For use in New Zealand, Howard C. Brown Co., Hollywood, has taken *Time Out With Ted Steele and Grace Albert*. WJTN, Jamestown, N. Y., will use 39 programs of *Let's Take a Look* for Nelson's Department Store. WNBC, Hartford, and WBBB, Burlington, N. C., both have signed for *The Name You Will Remember*. Renewals for the latter program have been received from WIOD, Miami, and WBIG, Greensboro.

Mrs. Lewis on Tour

REACTION to special wartime programs will be studied by Dorothy Lewis, NAB Coordinator of Listener Activity, in a 16-city tour on which she left last Thursday. Representing both the NAB and the Office of War Information, Mrs. Lewis will address civic groups on "Radio's Major Role in the War" and organize radio councils to further intelligent listening by radio audiences. She recently organized the Toledo Radio Council, of which Harry Lamb, of the radio division, Toledo Board of Education, was named chairman.

Full AMP Index

FIRST FULL index of music copyrighted by Associated Music Publishers, "The AMP Record Directory", was mailed last week to all stations holding an unlimited AMP license. In the directory, listed on a cross-index basis, are 712 recordings of 556 symphonic and concert compositions comprising 108 hours playing time, according to the volume's preface. Intended primarily for use by the program director of a station, the booklet measures 6 x 8 and comprises 88 pages.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT
WTAM

AUDIENCE

● Audience in the palm of your hand! WTAM carries 11 out of the first 11 top ranking shows on the air . . . with an average rating of 27.6. Of the first 50 top ranking shows WTAM carries 32. First in AUDIENCE by every Poll and Survey. Yet the COST is only $.000073 per family.

*Hooper Survey December 1942

WTAM
CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

MILWAUKEE VOTES 12 FIRSTS TO NBC

MILWAUKEE listeners voted 12 NBC programs first place of 20 classifications in the 13th annual radio popularity poll, conducted by the *Milwaukee Journal*. CBS programs rated three first choices, MBS one, and four went to programs not of network origin. In the principal classification "Favorite Programs of All" 16 went to NBC and five to CBS. Results of the poll follow:

Favorite program—Fibber McGee & Molly, NBC; favorite comedian—Bob Hope, NBC; favorite dance orchestra—Kay Kyser, NBC; male popular singer—Bing Crosby, NBC; girl popular singer—Ginny Simms, NBC; harmony singers—Andrews Sisters, no network; favorite symphonic program—Richard Crooks & Margaret Speaks, NBC; male concert singer—Nelson Eddy, no network; feminine concert singer—Jeanette MacDonald, no network; favorite dramatic program—Radio Theatre, CBS.

Best children's program—Let's Pretend, CBS; best studio announcer—Harlow Wilcox, NBC; best sports announcer—Russ Winnie (WTMJ), no network; favorite war program—The Army Hour, NBC; favorite serial program—Abie's Irish Rose, NBC; favorite quiz program—Truth or Consequences, NBC; favorite news commentator—Gabriel Heatter, MBS.

Favorite women's program—Kate Smith, CBS; favorite m.c.—Ralph Edwards, NBC; best new star—Joan Davis, NBC; best discussion program—U. of Chicago Roundtable, NBC.

Charms Spots

CHARMS CANDY CO., Bloomfield, N. J., through its newly-appointed agency, C. L. Miller Co., New York, is sponsoring one-minute transcriptions for Tastyyeast Candy Bar in Hartford and Providence. Firm plans to expand to other markets.

Son Is Boss

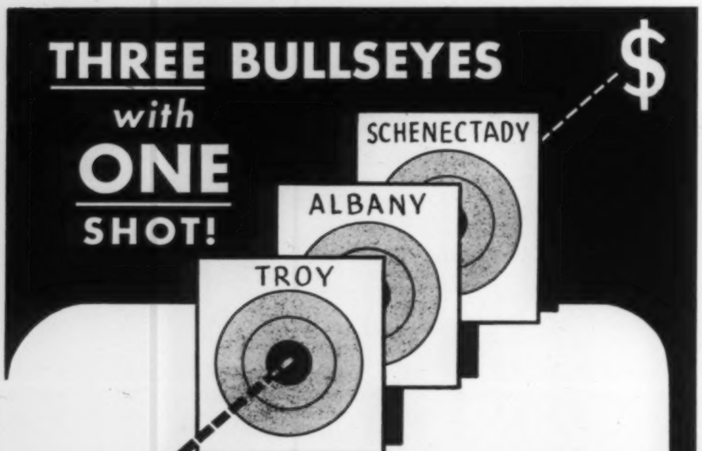
UNDER directing aegis of his own son, Walter Guedel, formerly manufacturing executive and more recently a writer of detective fiction, has turned to gag writing and is assigned to the NBC *People Are Funny*, sponsored by Brown & Williamson Tobacco Corp. (Kools). His son, John Guedel, is vice-president of Russel M. Seeds Co., and also agency writer-producer of that program.

Milk Series Dropped

AFTER EIGHT consecutive years of radio advertising, the New York State Milk Publicity Bureau campaign on 17 stations has been cancelled and will not return to the air this fall, following passage of the Bewley-Whitney bill to discontinue the campaign. The bill was passed by the New York State Legislature and was signed last week by Gov. Thomas E. Dewey. The current campaign was slated to run until June 30. Appropriation was $360,000, of which a large part was spent in radio. Agency is J. M. Mathes, Inc., New York.

Mills to Radio Post

DWIGHT MILLS, executive vice-president of Kenyon & Eckhardt, New York, has been appointed radio director, succeeding J. R. Stauffer, who obtained a leave of absence and is now serving as a major at West Point, N. Y.


THREE BULLSEYES with ONE SHOT!

$

SCHENECTADY

ALBANY

TROY

● In radio sales, just as in war, it's essential to conserve ammunition. WTRY offers you the chance to save your shots — and to save your money too. WTRY gives you exactly the right aim on the important Tri-City target with the three rich bullseyes — Troy — Albany — Schenectady. Get *concentrated* coverage of this area whose buying power tapers off sharply at the city limits — hit *all three bullseyes at the lowest cost per listener on WTRY*

WTRY

TROY, NEW YORK

1000 WATTS 980 KC

ONLY BASIC BLUE STATION IN EASTERN NEW YORK

H. C. Wilder, Pres. Represented by Raymer

Buyers of Time

JOHN GORDON

FROM A SEAMAN on an oil tanker plying between the U. S. and the Dutch West Indies to radio director of Needham, Louis & Brorby is the transition of John Gordon, a career marked with globe trotting adventure as well as accomplishments in the radio field.

As a plebe at Virginia Military Institute, John was introduced to the shenanigans of a Brother Rat (term bestowed upon VMI freshmen). From the "West Point of the South" John embarked upon travels that included tramp trips and a short fling on a sugar plantation in the Dominican Republic. In 1933 he wound up as office boy in the New York offices of Ruthrauff & Ryan. A two-year indoctrination in the research department followed, and then the appointment as radio publicity director and a producer of the agency, a post he held for four years.

During that time, John was identified with production of such programs as *Good Will Hour*, *Lanny Ross*, *Prof. Quiz*, *Major Bowes*, and *Quiz of Two Cities*. He was appointed radio director of Needham, Louis & Brorby in 1941. Spot and network radio accounts of the agency include: S. C. Johnson & Sons, Racine (wax), sponsors of *Fibber McGee & Molly* on NBC, highest ranking show on the air; Kraft Cheese Co. (Parkay margarine), sponsors of *Great Gildersleeve* on NBC, Swift & Co. (Sunbrite cleanser and ice cream divisions); Wieboldt Stores (retail); and Derby Foods, all of Chicago.

Active in the war effort, John is vice-president of the Chicago Radio Management Club; Radio Committee Chairman of the Army Council, an organization of civilian aides to the Commanding General of the Sixth Service Command, and serves on the Chicago Radio Advisory Committee to the OWI.

The Gordon home in Crystal Lake Ill., 50 miles from Chicago, is a happy and somewhat uproarious one with two small daughters, Whitney Ann, four; and Pamela Chase, 14 months; and three dogs. Before Pearl Harbor, John was active in amateur radio, operating his own station W9NJG from home. Now when he finds time for them, his hobbies are hunting, swimming and squash.

Maxwell Layoff

WITH current plans calling for 8 or 13-week hiatus starting early July, members of the week NBC *Maxwell House Coffee Ti* sponsored by General Foods Corp will tour Army camps and base In previous years the series h forgone a layoff, with stars Fra Morgan and Fanny Brice taking ternating vacations. No summe replacement has been announced.

AGENCY *Appointment*

KEMICAL Corp., Oradell, N. J., to J. Mathes Inc., New York, for Kem Liqu Plant Food and Kem Automatic Feed Uni Media plans not set, but radio will prob be used in conjunction with newspapers.

TRAUB LYONS, OPPENHEIM Inc., Ne York, to Hirshon-Garfield Inc., New Yor for Austinized process fabrics, utilizing new method of pre-shrinking and dyein spun rayon. Radio will be used in conju tion with newspapers and magazines.

ELIZABETH ARDEN, New York, Duane Jones Inc., New York, for Velv leg film, liquid stocking. Extensive natio spot campaign now under way.

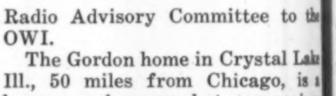
CREATIVE AGE PRESS (*Tomorr* magazine, to Gunn-Mears Adv., Ne York. Currently using news progra on WQXR, New York.

N. Y. VON Co., New York, to Roy Durstine, Inc., for Von's Pink Table Current spot radio in N. Y. State to b expanded nationally.

CONSOLIDATED HAIR GOODS Co., Chi cago (FIJ-OIL) to Malcolm Howard Ad Agency, Chicago.

GROCERY STORE PRODUCTS, Ne York, to Abraham Jacobs, New York, fo foreign language advertising for Cream Rice. Currently using five-weekly new program on WEVD, New York.

CONSOLIDATED RADIO Products Co Chicago (headsets magnet winding, othe devices), to Burton Browne Adv.. Chica Business papers to be used.


BRITISH COLUMBIA
LAND OF OPPORTUNITY

Covering 70% of B. C.'s Population

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1st

CBS - IBEW Scale Approved By WLB

Union Dissatisfied, Appeal To Be Made, Says Wimberly

WAR LABOR BOARD last week approved in part the new contract between CBS and the International Brotherhood of Electrical Workers (AFL) granting CBS technicians and supervisory personnel an average increase of 7 cents an hour. At the same time it refused adjustments in the wage scale progression which the union had considered essential.

WLB's decision, retroactive to Oct. 1, 1942, affects 268 CBS technicians and supervisory personnel. It establishes a wage scale with a starting rate of $50 weekly, automatically increasing over a nine-year period to $85 for technicians, and rates ranging from $90 to $100 for supervisory personnel. It is the first change in the CBS scale since the October, 1941, arbitration, when an average 11 cents an hour increase was granted. The new raise is still well within the 15% "Little Steel" formula, the WLB said.

Pending Since January

The agreement had been submitted to the WLB under the wage stabilization program as a voluntary adjustment agreeable to both the company and the union. IBEW said that it had accepted the 7 cents increase in conjunction with the shorter day and shorter progression period but that the present decision upset a good share of this. The case went to the WLB Jan. 25.

Union officials openly expressed dissatisfaction with the ruling and Lawson Wimberly, IBEW international representative, said that a petition for the Board to reconsider would be submitted this week. CBS had no comment and it is not known whether the network will join the union in the appeal.

IBEW said its appeal would be based on the Board's disapproval of the shorter progression. The union had asked that men reach the top bracket in six years instead of the present nine but this was thrown out by WLB on ground that it created an inequity with respect to NBC and Mutual. The Board also threw out provision for a minimum work day of six hours and maximum of ten hours, replacing the present four and twelve. It approved a rest period of 12 hours between work-days.

Mr. Wimberly said the union had not expected WLB to consider any but the wage provisions of the agreement and that consequently the Union had not argued its case completely.

He pointed out that in throwing out the 10-hour day the WLB had limited its analysis to comparison with New York stations whereas six of seven stations involved were outside New York. The union claimed it had not been asked to submit particular information on the maximum work day and had confined its material to the question of comparable wages.

In addition, the union felt that the Board was unfair in retaining the nine-year wage progression. Again, IBEW said, comparison had been limited to independent unions that bargain only for employes in a given station.

WTOP PROMOTING NEW CALL LETTER

A SALUTE PROGRAM featuring CBS and local stars and numerous local promotions are featuring change of call letters of CBS's Washington station from WJSV to WTOP effective April 4. Joan Edwards, Bob Hannon, Lyn Murray's orchestra and ex-WJSV announcer Warren Sweeney led off the air show from New York (Sunday, April 4, 7:30 p.m.) with local portion by Arthur Godfrey, Evelyn Tyner and Paul Kain orchestra.

WTOP continues full car card showing in April and is using local newspapers. Warner Brothers Earle theater tied in with trailer and WTOP accounts (Potomac Electric Power Co., Embassy Dairy, Loose - Wiles, District Grocery Stores) helped by distributing call change information through backs of statements, bottle collars.

Other activities of the station make the shift in call, one of the most aggressive campaigns in Washington radio annuls.

OWI EXPLAINS RULE FOR DISC SPONSORS

CLEARANCE regulations with ASCAP, AMP, BMI and SESAC were outlined by OWI last week for the information of stations selling the *Uncle Sam* series for sponsorship.

According to the agreement, the OWI Radio Bureau explained, stations may use *Uncle Sam* on a sustaining basis without payment of copyright license fees whether or not they are licensees of one of the four performing organizations.

Licensees of one of the organizations may sell *Uncle Sam* for local sponsorship in accordance with the terms of their licenses, OWI said, while stations with no licenses for commercial use of the material must make agreements covering the sale and use of *Uncle Sam*. These may be arranged, OWI says, on a very reasonable basis.

AP

WAGA, Atlanta, Ga.

. . . AP radio wire is doing a grand over-all job for radio.

John Harrington,
News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Ralph Atlass Seeking Acquisition of WLOL

NEGOTIATIONS are under way for the purchase of the controlling stock of WLOL, Minneapolis, subject to FCC approval, by Ralph Atlass, president of WIND-WJJD, Chicago. At present, 54% of the stock is held by Charles J. Winton Jr., Minneapolis lumber dealer, while 46% is held by the estate of Judge John P. Devaney. Permission will be sought on April 7 in the Minneapolis probate court by the executor of the Devaney estate for the sale of the Devaney interest to Mr. Atlass.

The amount of Winton stock to be acquired by Mr. Atlass or the total amount to be paid have not been revealed, but under tentative arrangements Mr. Winton is to retain a minority interest in the station. WLOL operates with 1000 watts power on 1330 kc. and is an MBS affiliate.

WKBO Aids Workshop

WORKSHOP project has been set up by the National Catholic Community Service at Harrisburg, Pa., through which service men learn dramatic, radio and general production techniques. In the study of recording and broadcasting, assistance was lent Peter Wambach, director, by WKBO, Harrisburg. All sound effects have been recorded from WKBO library for the USO playhouse library.

LOOKING FOR SOME LOYALL (Ky.) LISTENERS?

If the folks 'way down in Loyall (Ky.) could tune in WAVE, they'd probably be faithful listeners. Truth is, WAVE makes no claim to cover all the back hills and hollows in this here State. What we *do* cover, with a bell-clear signal, is the Louisville Trading Area, where 53.9% of Kentucky's retail sales are made—and where WAVE's loyal listeners are measured in the hundreds of thousands! If that's what you're looking for, write—right now—for availabilities.

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
N. B. C.
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

•

"DO YOU KNOW THE ANSWER?"

(Copyright 1943)

Developed and produced by the W. E. Long Co.

All inquiries or negotiations for this popular radio feature must be direct with:

THE W. E. LONG CO.
155 North Clark St.,
Chicago, Illinois

Mexico City

The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL
REFORMA
THE HOTEL OF TOMORROW

GRIFFES IS NAMED ANALYST OF WLW

APPOINTMENT of A. R. Griffes, former vice-president of Supremacy Products Inc., wholesale subsidiary of R. H. Macy Co., New York, to the newly-created post of Director of Market Analysis of WLW, Cincinnati, has been announced by Robert E. Dunville, Crosley Corp. vice-president in charge of broadcast sales.

Through creation of the new market analysis department, Mr. Dunville said WLW will aid merchants throughout the station's territory in solving their problems, both during the war and in the post-war period. Two new services are to be established under Mr. Griffes, who has been account executive with Young & Rubicam and J. Walter Thompson.

One embraces a clinic to study post-war problems and assist dealers in merchandising substitute items which have come onto the market as a result of the war. The second is the establishment of daily direct contact with the Office of Price Administration, both with Washington and local field representatives, to interpret for WLW advertisers OPA regulations.

"The overall aim of our new plan is to aid WLW advertisers to adjust their businesses now to wartime economy and to assist them later in readjustment during the post-war period," said Mr. Dunville.

Newman Warns Against Over-Optimism in War

IMPORTANCE of radio's job of keeping the public informed on the war's progress without misleading the people into thinking it's practically won was stressed by Irving T. McDonald, news analyst of WEEI, CBS Boston outlet, at last Wednesday's meeting of the Radio Executives Club of New York. Predicting "tough fighting" ahead, Mr. McDonald warned against too much optimism.

Out-of-town guests at the luncheon included Peter Krug and Ed Hegman, WEBR, Buffalo; Mark Schreiber, KMYR, Denver; William C. Grove, KFBC, Cheyenne, Wyo.; M. F. (Chick) Allison, WLW, Cincinnati; K. K. Hackathorn, WHK, Cleveland, and Lt. Jack Overall, formerly of the MBS sales staff.

New Shortwave Outlets

THE FCC last week granted a construction permit to Associated Broadcasters Inc., San Francisco, for a new international broadcast station using 6060, 7230, 9570, 11870, 15290, 17760 and 21610 kc., A3 emission, 50 kw. It is to share time on 6060, 9570 and 11870 with WBOS-KWID, and with KWID on 7230, 15290, 17760 and 21610 kc. KWID is operated by Wesley I. Dumm, owner of KSFO, standard broadcast station in San Francisco; WBOS is operated by Westinghouse Radio Stations Inc. at Hull, Mass. Application for this unit, which was the first of 22 in the Government's new shortwave outlets for psychological warfare, was made last February.

BEGINNING HIS 16th YEAR as a sportscaster, France Laux, baseball announcer of KMOX, St. Louis, was honored by sports writers, baseball players and managers during "France Laux Week". At the mike during a special half-hour broadcast were (l to r): Bob Lyle, KMOX announcer; Mr. Laux; J. Taylor Spink, publisher of *The Sporting News*, and Merle S. Jones, KMOX general manager. Now in his 14th season with KMOX, Mr. Laux is heard five times weekly with a regular sportscast.

Morgenthau's 215-Word Time Appeal Draws Rebuke from WLAK Manager

ANOTHER Government agency has been criticized for sending lengthy telegrams to the industry.

On March 17 a telegram of more than 200 words was dispatched under the signature of Henry Morgenthau Jr., Secretary of the the Treasury, to station managers, asking their cooperation in the 13-billion-dollar War Bond drive starting April 12. After outlining the drive Mr. Morgenthau's telegram stated: "We would appreciate hearing from you by collect wire if you will cooperate."

To which S. O. Ward, manager of WLAK, Lakeland, Fla., replied by letter in which Mr. Ward deplored the spending of Government money for telegrams. Mr. Ward criticized Elmer Davis, Director of the Office of War Information, [BROADCASTING, Feb. 8] when the OWI sent telegrams of commendation to the industry.

No Consideration

Telling Mr. Morgenthau that WLAK would cooperate 100%, Mr. Ward wrote: "I would like to point out to you just how galling it is for a radio station to receive a 215-word telegram sent to us at the expense of the taxpayers requesting us to give free time and, in addition, asking us to reply at the taxpayers' expense, thus giving Postal Telegraph or Western Union two sources of revenue, concerning something that we are going to give the Government at our own expense.

"We receive no tax exemptions, no small fees of any kind to take care of the increased overhead necessary to take care of this service and, in addition, we receive no consideration for this service from the draft boards. For example, for the last two weeks we have remained on the air our normal operating schedule of 17 hours a day with only one engineer because the previous week the draft board took two of our three engineers and refused to give us any additional time to secure replacements.

"In order that this letter may not be misunderstood," concluded Mr. Ward, "I wish to state again that every request made from our Government for free radio time will be granted regardless of the additional hours of work imposed upon our staff and in spite of the fact that much of the work publicizing various phases of the war effort is also published through local newspapers with paid Government advertisements; but how much longer do you think we will be able to do this when our men are being taken without any consideration as to the importance of the service we are rendering."

Police Series Tested

BASED on the activities of the State Highway Police, *Highway Patrol*, five weekly quarter-hour juvenile serial, scheduled to start on Mutual April 5 or 12, is reported to be testing for a "heavy industry" account, interested in an institutional campaign aimed at young people. Series will be aired at 5:30 p.m. Negotiations are underway for authentic material to be supplied by the New York State Police Department.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
218,000 city CUSTOMERS in 11 contiguous cities and towns!
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

ASCAP Members Get 4-Million Cut

Guests at Membership Dinner Include Top Radio Figures

ROYALTY distributions to ASCAP members during 1942 totaled $4,289,861, it was reported following the Society's general membership meeting and banquet last Wednesday in the Hotel Ritz-Carlton, New York, presided over by Deems Taylor, president.

Distributions for the first quarter of 1943, expected to run well over $1,000,000, will be based on performances during the final quarter of 1942, instead of the preceding quarter as in the past. Checks will be mailed about April 10.

Paine Reviews Operations

Of the Society's 31,553 licensees, 822 are radio stations; 327 wired music accounts, 15,644 motion picture theatres, 9,259 restaurants, 1,686 hotels, 2,007 dance halls and 1,808 miscellaneous accounts.

John Paine, general manager of ASCAP, reviewed the Society's field operations. Fred E. Ahlert, director, explained his plan to simplify the classification of members through the use of performance figures calculated on an automatic basis.

Guests at the dinner, following the membership meeting, were top figures in the radio industry, recalling last November's so-called "end-of-the-war" dinner when ASCAP for the first time in its history invited broadcasters and other users of music as well as members of the Society to attend its annual dinner [BROADCASTING, Nov. 2, 1942]. Radio executives present included:

James Lawrence Fly, chairman of the FCC; Neville Miller, president of the NAB; David Sarnoff, president of RCA; Niles Trammell, president, and Frank E. Mullen, vice-president and general manager of NBC; Edgar Kobak, executive vice-president of the BLUE; Miller McClintock, president, Alfred J. McCosker, chairman of the board, Fred Weber, general manager, all of Mutual; Paul Kesten, vice-president and general manager, and Frank K. White, vice-president and secretary of CBS; Isaac D. Levy, member of the CBS board of directors. Gene Buck, former president of ASCAP and a member of the Society's board of directors, also was present.

Campana Wants Scripts

A CALL to freelance radio script-writers has been issued by Wallace-Ferry-Hanly Co. Chicago, agency for Campana Sales Co., Batavia, Ill. (hand lotion), which sponsors the *First Nighter* program on MBS, Sundays, 6:30-7 p.m. Writers are paid from $100 to $200. Writer credit is given at the time of production as well as in advance publicity. The *First Nighter* format calls for three acts, six to eight characters with a male and female lead, general family audience appeal. Scripts run approximately 20 minutes. Manuscripts should be sent to L. T. Wallace, president, Wallace-Ferry-Hanly Co., 111 W. Monroe St., Chicago.

HALF RATES FOR U.S. RADIO TIME

Suggests WKNY Manager in Letter to Heads Of OWI, Treasury, NAB and FCC

PROPOSING that when the Government places a national campaign through other media, the same campaign be allotted to every individual radio station at half rates, George S. McGinley, manager of WKNY, Kingston, N. Y., wrote identical letters last week to Elmer Davis, Henry Morgenthau Jr., Neville Miller and James Lawrence Fly.

"Owners of newspapers and magazines may also be willing to give the same discount for Government-placed war effort campaigns," wrote Mr. McGinley, and greater results might be obtained for less money than is now being spent.

Mentioning particularly the "Save the Fat" and "Aviation Cadet" campaigns, Mr. McGinley pointed out that radio is not being granted the same consideration given newspapers and magazines in the purchase of Government advertising. While radio is asked to contribute time, and has done so unstintingly to further the war effort, these other media are paid to carry Government campaign material, he wrote.

"Broadcasting, which is highly essential for morale, propaganda and news purposes, is bound to lose some of its outlets during 1943 because of the loss of revenue caused by curtailment of civilian production, unless something is done about it," stated Mr. McGinley. "We in radio have not solicited favors. However, there is no just reason for the Government to purchase space in some media and at the same time 'request' radio to contribute its efforts." Radio can certainly get results comparable to those of printed media, he added.

The suggested 50% rate to be paid by the Government for radio time on independent stations, though not a subsidy, might mean the "salvation of many small but essential stations," asserted Mr. McGinley.

Ernest R. Voigt

ERNEST R. VOIGT, 56, vice-president of Associated Music Publishers, died March 31 in Mountainside Hospital, Montclair, N. J., after an illness of several weeks. He was the son of the late Charles H. Voigt and Minnie Schirmer Voigt, daughter of the late Gustav Schirmer, founder of Schirmer Inc., noted music publishing house. Prior to joining AMP in 1929 as European representative, Mr. Voigt was with the Boston Music Co. and Winthrop Royers Ltd., London music publishers. He was named vice-president in charge of AMP's music division in 1941, and a director in 1942. He also was a director of Muzak transcriptions. His wife and brother survive.

Australian Here

OSWALD F. MINGAY, managing director of the trade journal, *Commercial Broadcasting*, of Australia, is in Washington on a six-month mission as special representative of the Ministry of Munitions in connection with radio and signal supplies procurement. Mr. Mingay also is executive secretary of the Australian Institute of Radio Engineers. He flew from Australia to the West Coast in mid-February and is headquartering with the Australian War Supplies Mission in Washington.

Garver Heads WJZ Sales

ROBERT I. GARVER,, a member of the sales staff of WJZ, New York, since January, 1942, when the BLUE separated from NBC, has been appointed to the newly-created position of sales manager of WJZ, according to an announcement last week by John McNeil, station manager. Garver has been at *Tide* magazine and on the sales staff of WOR, New York.

WHOM-ACA Pact

INCREASES of $2.50 per week for all technicians at WHOM, Jersey City, with a new ceiling of $57.50, are granted by the station in a contract recently signed with American Communications Assn., CIO, following eight months of negotiations.

Heavyweight Champ!

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WOAI's predominance extends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

48-Hour Procedure Specific

(Continued from page 9)

requirements of the station and their capabilities. It is recognized that the requirements of announcing and news staffs vary from station to station and that the requirements of program scheduling usually prevent the institution of a uniform workweek for all individuals in the group. However, some stations with large employment in this category have been able to release an announcer by increasing the workweek and where possible this should be done.

5. Technicians should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load factor and which will also permit the station to handle the emergency situations. It is to be recognized that the smaller technical staffs (two to ten employes) may not be able to operate on as long a basic workweek as the larger staffs because of the need to have man-hours available for peak loads, emergencies, remote pickups, etc. However, WMC believes that the larger engineering staffs constitute an employe group wherein increased productivity or release of employes can most likely be accomplished by the adoption of a 48-hour workweek, or a close approximation thereof. Hence every attempt should be made to schedule the larger technical staffs on a 48-hour week. WMC definitely does not want any station to curtail any training program, and the hours of technicians should be such as to permit the continuance of these programs.

6. Secretaries and general clerical employes should be placed upon the most productive workweek. Where a reassignment of duties is feasible this should be done in order to increase as many as possible to 48 hours. The physical arrangement of offices, and the requirements of each individual job are to be considered in determining whether such reassignment is practical. Where it is demonstrated that reassignment of duties or pooling of work is not practical, a workweek shorter than 48 hours may be approved on a showing that such schedule achieves maximum productivity and that a further increase in hours would not result in any release of employes.

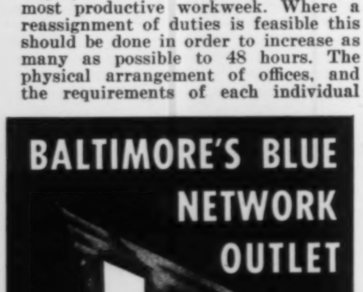
7. The workweek of employes in other departments such as accounting, personnel, music library, publicity and promotion will depend upon the organization of the individual station. The burden is on the station to demonstrate that any workweek shorter than 48 hours is the most productive workweek, that no rearrangement of job assignments is feasible and that maximum use is being made of existing personnel. The same also applies to such persons as telephone operators and receptionists, janitors, maintenance men, etc.

Special Requirements

The Minimum Wartime Workweek does not have to be the same for all employes of the station. It should, however, be the maximum which is productive and feasible, having due regard for the peculiarities of the industry; such as the peak hourly employment requirements, the frequent emergencies and the high degree of specialization in a variety of jobs.

WMC has made it clear that the burden rests on each employer, to demonstrate that the "Minimum Wartime Workweek" established is the most productive workweek consistent with the nature of his operations.

We are informed that WMC contemplates sending copies of this memorandum to its field staff together with a statement of policy to guide WMC regional and area directors in applying the Minimum Wartime Workweek to the radio broadcasting industry.


BALTIMORE'S BLUE NETWORK OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

Volney James

VOLNEY JAMES, 53, a pioneer in Southern California radio and known as The Old Colonel, died March 29 at Hollywood (Cal.) Receiving Hospital from a cerebral hemorrhage. Having finished his daily program on KMTR, Hollywood, at noon, he was lunching in the neighborhood restaurant when stricken and died several hours later. Mr. James had been active in Hollywood radio and agency business for 18 years.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

ASSISTS GAREY

MR. O'DONOGHUE

NLRB Certifies IBEW For WCCO Negotiations

NLRB has certified the International Brotherhood of Electrical Workers (AFL) as bargaining agent for regular and parttime announcers of WCCO, Minneapolis, it was announced Wednesday, after an election at the station Feb. 27. The vote for IBEW was 7-0.

A contract is now being drawn up, Lawson Wimberly, International representative for the union said, and negotiations will be undertaken shortly. The WCCO election under the National Labor Relations Act had been delayed by disagreement over eligibility of certain members of the production staff to participate in an election of an announcer's unit [BROADCASTING, March 8].

On 48-Hour Week

SEVEN communities recently added to the War Manpower Commission list of areas of critical labor shortages have been ordered to adopt the 48 hour week by their regional directors, WMC said last week, while the three areas removed from the critical list will remain on the wartime work week. Areas added are: Burlington and Wilmington, N. C.; Evansville, Ind.; Tampa, Fla., Savannah, Ga.; Portland, Me.; and part of the area south of Chicago, including Calumet District, Lake and Porter Counties, and southern Cook County. Three areas no longer critical are Akron, O.; Bathe, Me., and Portsmouth, N. H.

FOR THE THIRD year, *America's Town Meeting of the Air* heard on BLUE will go on tour for the spring and summer months, starting April 8 and returning to New York for four broadcasts in May.

FCC Questioned

(Continued from page 9)

ing the last few months. The Ho Interstate & Foreign Commer Committee, shortlv expected name a subcommittee to hand communications under the chai manship of Rep. Bulwinkle (D N.C.), took no action last wee Members said the Committee w disposed to await developments i the Cox-FCC probe before takin any definite steps toward pointin up a new communications act pat-terned along the lines of the Sand-ers Bill of last session and reintro-duced this session largely in th same form by Rep. Holmes (R Mass.).

Chairman Wheeler (D-Mont returned to his office last wee after a fortnight's illness. He i expected shortly to convene hi Committee to consider the White-Wheeler (S-814) to sweepingly amend the Communications Act and remake the FCC, with prospects of early hearings. Preponderant Congressional sentiment is that new legislation of some character will be enacted at this session.

Mr. Griffin has been a member of the bar since 1911 and is a native of Watertown, N. Y. A lieutenant in the last war, he served seven years as a member of the Committee on State Legislation of the New York Bar, and is a member of the American Law Institute.

He went to New York in 1925 and maintains his law offices in the New York Life Insurance Building. He was Deputy Attorney General for New York from 1913 until 1924; special deputy in 1925; counsel to Gov. Smith, 1927-28; counsel to Gov. Roosevelt, 1929; and was retained in various capacities as counsel for the New York State Government in numerous actions. Except for the 11 years in the Attorney General's office, he maintained private practice.

Mr. Griffin helped organize the New York State Police and wrote the Troopers' Manual. He has had widely diversified trial experience.

Mr. Donoghue is under 40. He received his A.B. from Holy Cross and his law degree from Georgetown. Admitted to the bar in 1926, he is associated with the law firm of G. F. Shea, Washington.

RENEWAL proceedings on the application of WALB, Atlanta, scheduled to be resumed in Atlanta on April 5, have been continued by the FCC to April 19 at request of the licensee. The action also covers the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

KOMA 5000 Watts
OKLAHOMA CITY'S CBS station
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Corsetiere Chain Renews On WLIB After Spot Tests

Copy with 'Ear-Appeal' Gets Results in Brooklyn

PROOF that the corset industry, a reluctant, if not actually shy, radio advertiser, is overcoming difficulties involved in giving the merchandise "ear-appeal," is found in the radio experience of a chain of corset shops. After a four-week test, The Corsetorium, a six-store chain in Brooklyn, has just signed for an extension of the campaign, with a substantial increase in time purchases.

While copy was confined to the firm's repair service during the trial period, the sponsor is now introducing actual sales copy for both brassieres and corsets under the new contract. The new commitment calls for 44 one-minute, and 26 half-minute announcements a week, for 4 weeks on WLIB, Brooklyn, as against 24 of each type of announcements used during the initial drive on that station. Behind the renewal is the fact that cost per radio request for a premium offer during the test proved to be somewhat less than that resulting from newspaper advertising, medium used for the last six years. Furthermore, 85% of those responding to the premium offer, followed through with orders, according to A. W Lewin Inc., New York agency in charge. At the same time it is pointed out that the overall picture for the repair field is unusually good now with the Corsetorium reporting an increase of 80% in this type of business over last year.

Urge Conservation

The test drive, starting Jan. 20, featured a $1 repair service, and offered a special mailing bag to listeners not wishing to bring the garments in personally. Commercials stressed fastidiousness, and used the conservation theme in pointing out the desirability of cleaning and keeping in good repair merchandise containing priority materials such as rubber, and metal.

A well-known brand of brassiere was introduced into the campaign during the month of March, and a corset will be featured in April. Copy for the brassiere features the fact that the article was designed by a world-famous designer; and that it has no elastic. Description of the appearance and effect produced by the brassiere is specific, but every attempt is made to keep the copy in good taste. The job is admittedly not an easy one. Only three of a total of 60 listed national and regional advertisers in the corset field indicate radio as a medium.

WERNER JANSSEN, noted American conductor and his 50-piece orchestra will be featured on the weekly NBC *Standard Symphony Hour*, sponsored by Standard Oil Co. of California, starting April 18. Contract is for 11 weeks.

SQUEEZE PLAY at WLIB, Brooklyn, as a new contract follows a successful test for a chain of corset shops. Signing a four-week contract for a total of 70 announcements for six Corsetorium shops in Brooklyn are (l to r): Sidney M. Weiss, vice-president, A. W. Lewing Co., New York agency in charge; Sylvia Ansen, WLIB saleswoman; Abraham Grattenstein, Corsetorium president; Robert M. Scholle, WLIB, sales manager.

Maj. Kent Elected Head Of AER Second Time

ELECTED to his second consecutive term as president of the Assn. for Education by Radio, Maj. Harold W. Kent, War Dept. liaison with the U. S. Office of Education, will preside over a meeting of the Washington chapter of AER in the capital April 12, when Rex Stout, chairman of the War Writers' Board and CBS commentator speaks on "Radio and the War."

William D. Boutwell, chief of information and radio, U. S. Office of Education, was re-elected first vice - president and Elizabeth Gowdy, on leave from the Los Angeles County Schools to the War Production Board, was renamed secretary. Luke Roberts, educational director of KALE-KOIN, Seattle, succeeds I. Keith Tyler of Columbus, O., as second vice-president, and George Jennings, acting director of the Chicago Radio Council, becomes treasurer succeeding Robert Hudson, Denver. Only change in regional vice-presidents was in Region IV, where F. H. Whan of the U. of Wichita replaced James D. Finn, now with the OWI in Washington.

AEROVOX Corp., New Bedford, Mass., has announced the opening of a second plant at Taunton, Mass. Production of Aerovox mica capacitors is expected to be doubled.

CLIFF EDWARDS, vocalist-actor, following a two-year hiatus, resumed his weekly informal half-hour program, *A Man and His Pipe*, on NBC Pacific stations in mid-March. Dave Elton is producer of the series.

LES TREMAYNE, co-star of the weekly Mutual program, *First Nighter*, sponsored by Campana Sales Co., has been signed to a Hollywood film contract.

Selling A Pig

FOUR TIMES now, WJPF, Herrin, Ill., has broadcast War Bond auctions of "King Neptune", prize porker grown by children of the Franklin County Victory Pig Club, which its Navy owners have been offering to the highest bidder. Since purchasers have given the pig back to the Navy each time "to root up more sales", the string of broadcasts continues, and "King Neptune" has raised $2,109,750, including a $1,000,000 bid by the State of Illinois.

Equity to Nominate

NOMINATING committee appointed by members of Actors' Equity to prepare a slate for the next three-year term met last Thursday for the first time, and expects to have the list of names selected for the election in about two weeks.

COMPANIA Radiodifusora del Ecuador, S.A., has appointed Melchor Guzman Co., New York, its exclusive representatives in the United States and Canada. The Ecuador company operates long and shortwave stations HC2AJ and HC2AK.

MYTHICAL "Betty Lou" created on NBC by Tommy Riggs, ventriloquist, will soon appear as a comic strip. Fred Moore will be the artist. Program is sponsored by Lever Bros., for Swan Soap. Agency is Young & Rubicam, N. Y.

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA

The DETROIT Area
NOW SOARS TO A
NEW HIGH!

Census Bureau figures show a population increase since 1940 of over 477,000, or a city larger than Cincinnati! ☆ ☆ ☆ In March, the Detroit Area's retail sales will be approximately $118,000,000—America's THIRD retail market! More radio homes—more listeners that BUY!

CKLW
— COVERING THE DETROIT AREA NOW SOARS TO A
NEW HIGH!

This live-wire station now records an ALL TIME HIGH in retail broadcast time! We now lead the Detroit market in many major retail classifications! Go where business is booming and you find CKLW leading the way . . . growing *with* its market!

★

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

CKLW

KFQD
ANCHORAGE
Alaska

- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

KSD-NBC
PROGRAMS
Have led all other St. Louis Broadcasting Stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.
Exclusive NBC Outlet in St. Louis
KSD
ST. LOUIS POST-DISPATCH
Post-Dispatch Building, St. Louis
FREE & PETERS, Advertising Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

PRO'S MUST ABIDE BY CENSOR'S CODE

ARMY public relations officers have been instructed to be guided by the Code of Wartime Practices for American Broadcasters and to cooperate with the Office of Censorship in the broadcast of letters from soldiers overseas, it was learned last week following issuance of a War Dept. Bureau of Public Relations directive [BROADCASTING, March 29].

Heretofore pro's have been submitting questions about letters from overseas to Washington for clearance. In the future the field pro's will assist broadcasters when requested. The directive, which conflicted with that portion of the Censorship Code relating to the broadcast of letters from men overseas, instructed pro's to review all such letters or portions before broadcast. The Code, however, leaves the problem of censorship to station operators with the caution that they measure the contents of such letters "in the light of the provisions of the Code".

All interviews of personnel returned from overseas must be cleared by the Office of Censorship or appropriate Army or Navy public relations officers, the Code provides. Purpose of asking Army pro's to assist broadcasters in handling letters from overseas was to avert the delay made necessary by submitting everything to Washington, it was reported.

WSPD Plugs Bring Big Crowd to Bond Program

RADIO'S pulling power again was exemplified last week when 8,000 persons bought War Bonds totaling $1,025,455 and jammed into the Toledo Civic Auditorium to witness the NBC *Truth or Consequences*, sponsored by Procter & Gamble Co., Cincinnati.

For 10 days prior to the broadcast WSPD plugged the program, using a transcribed copy of the *Truth or Consequences* opening, made by the WSPD staff under the direction of Tod Williams, program manager. Not a line was carried in any local newspaper about the broadcast, according to WSPD officials, yet four days before the scheduled program (March 30) the Auditorium was sold out. Admission was by the purchase of a War Bond.

Stanford-KPO Classes

ONE HUNDRED selected students will receive practical training in radio in the Stanford-KPO Radio Institute, according to announcement by John W. Elwood, KPO manager, and Chancellor Ray Lyman Wilbur of Stanford University, co-sponsors of the school. Courses will include radio writing, producing, acting, announcing, public service and control room operation over a period of eight weeks. University faculty and KPO employes will teach. Course may be taken with or without university credit. KPO men participating as faculty are Samuel Dickson, writing; John Grover, producing; Floyd Farr, announcing; Earl Lee, acting; Don Hall, control.

Maj. Edney Ridge New U. S. Marshal

Manager of WBIG Serves North Carolina District

MAJ. EDNEY RIDGE, part owner and general manager of WBIG, Greensboro, N. C., was sworn in March 29 as temporary U. S. marshal of the Middle District of North Carolina by Federal District Judge Johnson J. Hayes at Greensboro. Maj. Ridge will serve as temporary marshal pending nomination by President Roosevelt and approval by the Senate.

Maj. Ridge

A native of Greensboro, Maj. Ridge, 55, is descended from a family which has lived in North Carolina more than a century and a half. At 22 he enlisted in the regular Army and served two enlistments, rising from buck private.

In 1916 Maj. Ridge saw duty on the Mexican border. When World War I broke out he was sent overseas, remaining two years and advancing to the rank of major. He was assigned to Army Intelligence.

Active Career

After the war he joined the *Greensboro Daily News*, which he served in the advertising department. From 1927 to 1932 he was manager and part owner of the *Greensboro Record* and when the newspaper was sold he was named operating head of WBIG. Five years later Maj. Ridge acquired an ownership interest and has built the station into one of the leading outlets in that section of the country.

In 1916 he married Lorraine Procter of Durham, N. C. He is an active member of the Veterans of Foreign Wars, American Legion and Greensboro civic organizations. Maj. Ridge was a candidate for the Democratic nomination for representative from his district in 1938.

Although his new job of U. S. marshal will require most of his attention, he plans to retain his radio interests.

Of Maj. Ridge's appointment the *Greensboro Record* commented editorially that he "is eminently well-qualified for the important post by training, experience and disposition. The major, a civic-minded, personable and patriotic citizen, is a Greensboro native and a scion of one of the city's oldest and most prominent families. . . . He has always been keenly and actively interested in public affairs, although this is the first public office he has filled. The *Record* extends to the new marshal its felicitations and wishes for him a long and successful tenure in office."

THE WORLD TODAY

PROTOTYPE of the visual news board, created and built in KNX-CBS Hollywood workshop, and now copied for use in 42 Los Angeles senior and junior high schools, is inspected by these education and station executives. Lobby board was designated by Fox Case, CBS western division director of special features and public events, as a supplement to audio news. In addition to a 7-foot square world map, complete schedule of all news programs on that station and photographs of KNX news bureau personnel, display contains a weekly 4-page digest of the news, written by a different staff news analyst each week. Board inspectors (l to r) are Dr. Vierling Kersey, superintendent of Los Angeles city schools, and Mr. Case.

GF Acquires Bireley's

BIRELEY'S Inc., Hollywood, manufacturer of citrus fruit beverages and other fruit products, has been acquired as a unit of General Foods Corp. Announcement was made recently by C. M. Chester, chairman, and Clarence Francis, president of General Foods Corp., and Frank W. Bireley, founder of the California company. Mr. Bireley will continue as general manager of the newly created Bireley's division of General Foods.

Kaltenborn Feted

IN HONOR of H. V. Kaltenborn's 21st anniversary on the air as a news analyst, the Assn. of Radio News Analysts, of which the NBC news commentator is president, gave a dinner at the Harvard Club, New York, for ARNA members only. The dinner also marked the end of Kaltenborn's one-year term as president. Major George Fielding Eliot, CBS military expert, succeeds him.

AMP Copyright Suit

COPYRIGHT infringement suit seeking an injunction and damages has been filed in Eastern District Court of New York against WLIB, Brooklyn, by Associated Music Publishers, charging that the station broadcast two AMP compositions without a license. WLIB, through its attorney William Weisman, has filed a general denial of the charges.

LAUNCHING of a patrol craft on the occasion of the third successive Navy E award to Consolidated Shipbuilding Corp., New York, was broadcast on WABC, New York, in a quarter-hour program heard Saturday, April 3. Agency handling the account is E. M. Freystadt Assoc., N. Y.

DINAH SHORE, star of the weekly BLUE *In Person—Dinah Shore*, sponsored by Bristol-Myers Co. (Mum), has been signed to a term contract by Warner Bros.

Gaspipe Net Ties Station in Africa

Will Interchange Programs With College in Congo

IN THE BELIEF that a regular interchange of radio programs between universities and colleges all over the world will have an important influence in the post-war world, Intercollegiate Broadcasting System put into effect last week the first step of such a plan with the admission of the College of Albert I in Leopoldville, Belgian Congo, as a member of IBS.

The College of Albert I, as the first IBS member station outside the continental United States, joins the list of 22 IBS college stations now operating in various parts of the country.

The Belgian Congo college has at its disposal a 50,000-w. shortwave station, which offers excellent reception for the United States, IBS reports, adding that it has been granted permission by the OWI to use American shortwave facilities for a series of exchange broadcasts.

Australian Projects

Programs will be beamed to Leopoldville in French, with return broadcasts in English. If reception proves satisfactory, recordings will be made for transmission over the IBB FM network.

Further assistance in contacting the new IBS member has been supplied by the Belgian Office of Information, which has offered IBS the use of its diplomatic cable facilities, making communications with Leopoldville a matter of hours instead of months through the mails.

IBS has also been in contact with the University of Melbourne in Australia and with the University of Bombay in India, with representatives of both these institutions expressing interest in cooperative broadcasts.

LEDERLE LABS Inc., New York, will use a half-hour on WJZ, New York, April 9, to broadcast ceremonies in connection with the award of the Army-Navy E for excellence in production of medical supplies for the armed forces. Agency is Charles W. Hoyt Co., New York.

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR, CLEVELAND

● KMPC, most powerful independent in the West, is tops in value in Southern California! One of the "first three" stations in power, coverage and prestige, KMPC is only fifth in cost!

KMPC

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

THIRTEEN—years, in this case—held no superstitions for the Broadway Hosiery Shops, Newark, when the company celebrated its anniversary on WAAT, Newark. In fact a special jubilee program acknowledged receipt of the Minute Man Flag and certificate of award from the Treasury. At the special (3,745th consecutive) program were (l to r) Roland Trenchard, WAAT war activities director; Steven Wittman, owner of the hosiery chain, and Harry A. Murphy, deputy administrator for New Jersey, War Savings Staff, who presented the awards.

Manpower Solution Lies In Training, Says Laux

SOLUTION of radio's manpower shortage, particularly in the smaller stations, lies in training new personnel, in the opinion of John J. Laux, general manager of WSTV, Steubenville, O., who has become alarmed at the rapid rate with which small station employes are leaving for bigger fields.

With military service, war factories and, in some cases, larger stations taking much trained personnel from the locals, WSTV has solved its problem by training inexperienced men and women not only to become announcers and operators, but salesmen and continuity writers.

"By now we are all aware of the fact that there is not only a present-day shortage of experienced radio personnel but that this shortage will become more and more acute," Mr. Laux told BROADCASTING. "Out of our present operating personnel of 16 persons, 10 have never had any radio broadcasting experience before joining our organization. If we can do it others can do it just as well."

Correction

PROCTER & GAMBLE Co., Cincinnati, sponsoring *I Love a Mystery* on CBS, places the program through Compton Adv., New York, and not Ward Wheelock Co., as incorrectly stated in the March 22 BROADCASTING. The repeat program is heard 8-8:15 p.m.

A Great Life

IMPRESARIO for a "war theatre" is Lt. Henry S. White, who has been director of radio for United Artists Corp. and members of the CBS and NBC program section. Lt. White supervises all entertainment produced in the theatre building at the Albuquerque (N.M.) Air Depot Training Station. He is also the post's public relations officer. While dictating to two stenographers, taking a phone call every two minutes, and approving newspaper and radio copy, Lt. White arranges daily classes, nightly movies, thrice-weekly matinees, a weekly radio show, rehearsals for an all-soldier play, and USO productions—all in the Post Theatre.

WHAI Staff Changes

HORACE W. NICHOLS, commercial manager of WHAI, Greenfield, Mass., has added the job of general manager to his present duties, replacing James L. Spates, who has a commission in the Marines. Ann Erickson takes over as program director in place of Warren Greenwood, who recently joined the staff of WMAS, Springfield, Mass. Gordon Lewis is promoted to chief announcer, with Roswell Miller a new addition to the announcing staff. Hugh Ralston succeeds Paul Levin, engineer, now with WEEI, Boston. Marie DesChenes of WEIM, Fitchburg, Mass., has joined WHAI's continuity staff.

S. A. Disc Drive

DAVIS & LAWRENCE Co., Dobbs Ferry, N. Y., through its newly appointed export advertising agency, Irwin Vladimir & Co., New York, is now starting a spot campaign in Latin America on behalf of four proprietary products. Using five-minute programs and half-minute recorded announcements on a varying basis, the firm will advertise on 30 to 40 stations in the majority of South American countries, with the exception of Argentina and Brazil. Radio campaign is placed on a 52-week basis. Magazines and newspapers will also be used.

Garner to BLUE

RICHARD W. GARNER, of the sales staff of WLW and WSAI, Cincinnati, the last two years of which were spent in the Chicago sales office of WLW, will join the BLUE Chicago as salesman on April 15. Mr. Garner, a former radio research aide of H. W. Kastor & Sons Adv. Co., Chicago, succeeds Ray Hamilton, who has left the BLUE to become assistant to the executive staff of Transcontinental & Western Airlines, Kansas City.

Air School for 1944

CBS' *School of the Air of the Americas* concludes its 1942-43 season April 21, and plans have been made for the return of the series for another season Oct. 4, according to Leon Levine, assistant CBS director of education. The new cycle will have "a more global scope" in keeping with current world trends, he said.

NORTHEASTERN Radio Council, Schenectady, N. Y., in its first six-months progress report shows activity in several fields of education via radio. A full report has been issued by the NAB listener activity department.

FIVE-WEEKLY serial *Right to Happiness*, sponsored on NBC by Procter & Gamble Co., Cincinnati, played its 1,000th episode March 31. Agency is Compton Adv., New York.

RADIO STATIONS...

everywhere have known Universal microphones for 15 years. Many models of these precision instruments are available on priorities, as well as repair service.

Series 1700, shown above, is a single button carbon type microphone, lightweight, molded plastic case. It was designed in conjunction with the U. S. Army Signal Corps for use in mobile equipment. Incl. cord, plug & hangar hook. The response characteristics are especially efficient at voice freq. to the exclusion of motor noises.

Heavy duty double pole single throw press-to-talk switch gives easy control of transmitter by relay. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperatures. Withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

UNIVERSAL MICROPHONE COMPANY LTD.

Inglewood, Calif., U. S. A.

McIntosh Suggests Tube Firms Pool Their Production Reserve

Output Is Up, Says WPB Executive; Fault Is Believed to Lie in Maldistribution

TUBE MAKERS were urged by WPB last week to take action which would virtually pool manufacturer reserves of civilian radio replacement tubes as an important step toward eliminating local shortages which have prevented many dealers from obtaining well-rounded stocks for maintenance of home radios.

This wartime distribution step was offered in a letter from Frank H. McIntosh, chief of the WPB Radio Division's foreign and domestic branch. It is understood to have resulted from an impasse in which WPB found producers making nearly normal supplies of replacement tubes, while shelves of dealers in many areas, particularly rural ones, were bare.

Production High

Mr. McIntosh told the manufacturers that a careful study of the industry indicates that radio tube production, available for replacement purposes, is almost as high as in normal peacetime, and the actual sales reached 2,500,000 in January.

"It appears evident from these figures on production and existing inventories," Mr. McIntosh wrote, "that production is not the sole difficulty responsible for the lack of tubes. Maldistribution, caused by the inability of manufacturers to round out their lines, and low production of certain lines of tubes, appear to be responsible, in part, for present shortages."

Officials of the WPB Radio Division explain that three distinctive problems have, in the past, been interfering with satisfactory production and distribution of tubes. These are: supply of material and facilities; selection of tube types to be produced, and equal distribution of these tubes. WPB says that material has been provided, and facilities will be used as military production permits. In its recent letter it atempted to impress the need for careful selection of types for production, and to stimulate distribution through the normal distributor channels of the tube manufacturers.

"This office suggests," Mr. McIntosh wrote, "that manufacturers concentrate their production on critical tube types, even though such types may be low profit items. It is further urged that, during this critical period, manufacturers exchange tubes freely in order to make the best use of existing distribution channels."

Linked with Another Plan

Mr. McIntosh's letter followed a statement last week by the Radio Manufacturer's Assn., which announced that production of replacement tubes already had started. RMA said about 2,000,000 would be made monthly during the April-June quarter. This represents considerable scaling-down of the original Radio Division goal, but nevertheless is believed to be sufficient to meet demands.

This new effort on the part of Mr. McIntosh to promote cooperation among manufacturers in production and distribution was closely linked in some quarters with a recent decision to drop plans for marketing replacement tubes without brand names, perhaps captioning them "Victory Model" or some such name.

This tentative plan was dropped when production for the first quarter was outlined. For the present, new tubes will carry the maker's name. The Radio Division has "Victory Model" under advisement, however, and may later reintroduce the idea. At one time, it is known, some radio people were suggesting that an underwriting agency be created to buy all civilian tubes and distribute them equally to all dealers, with tubes bearing no brand name. This plan never had Radio Division approval, it was learned.

It is believed that WPB championed the sharing as its own method of protecting dealer organizations of firms engaged in only limited civilian production. Mr. McIntosh has asked the manufacturers to exchange tube supplies so dealers may be more completely serviced.

117 Essential Types

One Radio Division official explained that in addition to this distribution problem, the tube makers still have a scheduling bottleneck to overcome. Civilian production, for the most part, is incidental, and must be coordinated to military orders. Civilian tubes are made on the same production lines between runs of military material.

The Radio Division, in cooperation with manufacturers, has made a list of 117 essential tube types which it recommends to six different manufacturers for concentrated production. From Radio Division surveys, however, it appears that industry has avoided production of some of these types because they are low profit items.

Although the Radio Division admits that there is some basis for published reports that only a few of some tubes are reaching stores, Mr. McIntosh has taken the position that many of the distributing and scheduling troubles can be overcome by cooperation among the manufacturers and distributors.

Some further steps probably will be taken by the Radio Division to ease other phases of the distributino situation, particularly steps to protect supplies earmarked for civilians from "raids" by manufacturers who use them to fill urgent military orders. This conceivably could involve provisions for prompt replacement of such "loans".

It is also likely that some sort of a rationing program, probably a tube-for-tube exchange, will be instituted to prevent hoarding. Meanwhile, the WPB's program for replacement parts has been completely set up, but is held in abeyance until a shortage of parts appears. For the present, officials feel the critical materials might better go into tubes.

PROGRAM TOPIC drew attention of this talent-writer-sponsor trio following initial Hollywood broadcast of the five weekly CBS *I Love a Mystery* on March 22. Procter & Gamble Co. (Ivory soap) is the sponsor on a 52-week contract. Idea exchangers (l to r) are Daniel S. Tuthill, vice-president and western division manager of National Concert & Artists Corp., New York; Carleton E. Morse, writer-producer of the series, and William Ramsey, head of radio department, Procter & Gamble Co.

On Time

RADIO EQUIPMENT, produced in record time at the RCA Victor plant, Camden, N. J., made it possible for 54 ships to sail from 15 ports on schedule, Navy officials have revealed. Because of materials shortages, the plant had waited in vain for certain parts, essential in building the equipment. On one day's notice, the parts arrived. Men and women workers, fired with the spirit of the race against time, worked feverishly. Though the complex job required skillful handling, in five days the whole order was completed, rushed to the docks under Marine escort, and installed. Every ship sailed on time.

OPA DENIES EXTRA GAS TO SALESMEN

ACUTE shortage of rubber makes it unwise to grant additional allowances of gasoline to station executives and salesmen, OPA wrote last Thursday, answering a suggestion from N. W. Hopkins, war program manager of WJBK Detroit, that more generous allotments would enable radio to do a better war job.

Mr. Hopkins had written Price Administrator Prentiss Brown that radio's war activities at remote locations are handicapped by the necessity of using public conveyances. He stressed particularly the risk in carrying large sums of money after bond rallies. Mr. Hopkins also said that radio's economic position was threatened by difficulties put in the way of salesmen, and that the closing of stations which easily could result would interfere with peak efficiency in serving causes tied to the war.

Temporary Remotes

OPA's answer pointed out that engineers are now eligible for extra rations to transport equipment for temporary remotes. The reply said OPA fully realized the importance of the duties performed by station personnel but that executives and other employes should be able to perform their duties without interruption by combining the uses of their occupational mileage and public transportation facilities.

"We are certain that any inconvenience experienced by them will be recognized as necessary in order to provide our military personnel with sufficient equipment for the successful prosecution of the war," the letter concluded.

GREENSBORO N.C.

IT'S A W BIG JOB

THE MAGIC CIRCLE

And this job takes priority over All —with W B I G !

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

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5000 WATTS FULL TIME

630 KILOCYCLES

BLUE NETWORK

KXOK

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Represented Nationally by WEED & CO.

Disc Rate Increase Rejected by AFRA

Union's Board Refuses Plan to Boost Minimum by 10%

REJECTION of the transportation ndustry's proposal to AFRA for a 10% increase in the minimum wage scale called for in the present transcription codes in exchange for an extension of present contracts until Nov. 1, 1944, was voted last Thursday at a meeting of AFRA's naional board. Vote followed a poll of the four AFRA locals principally concerned, New York, Chicago, Los Angeles and San Francisco, with all four approving rejection.

Notification of the AFRA board's decision was expected to be made last Friday to representatives of the transcription industry who have been negotiating with AFRA over the increase as well as for a year advance in expiration date of present codes in line with that of the recently revised network sustaining and commercial codes [BROADCASTING, March 8, 29]. As BROADCASTING went to press, representatives of the transcription industry had not yet been notified of AFRA's decision, and therefore, had no statement to make concerning their plans.

According to AFRA, any changes in existing transcription codes will now wait over until the expiration date on Nov. 1, 1943, at which time the cost-of-living index may have risen to such a point that an increase of more than 10% in transcription rates may be necessary. The cost-of-living clause in the transcription contracts at that time would be governed also by any revision in the little steel formula, such a revision being entirely possible by fall.

The transcription industry's offer to accept a 10% increase in the wage scale, in exchange for an extension of their contract until Nov. 1, 1944, was made to AFRA March 3 following discussions between the industry and the union at a preliminary meeting in the New York offices of World Broadcasting System. At that time, transcription executives expressed the view that it was unfair to their industry to pay an increase similar to that agreed upon by the networks, but that they would be willing to pay the 10% raise if the expiration date of their code was extended.

RCA Names Warren

FRANK B. WARREN, formerly assistant counsel of the FCC, has been appointed general counsel of RCA Communications Inc. After serving as secretary and rate expert with the Nevada Public Service Commission from 1919 to 1931, Mr. Warren was attorney at the ICC and RFC, joining the FCC as principal attorney in the common carrier division. For two years he was in charge of all telephone cases for the law department. For the past year, Mr. Warren has been assistant general solicitor of the National Assn. of Railroad & Utility Commissioners.

Rep. Bradley Says FCC Under Fly Is Hotbed of Communism

IN A SPEECH on the floor of the House April 1 Rep. Bradley (R-Mich.) charged that radio under James Lawrence Fly has become "the hotbed" of Communism in the country." Rep. Bradley was speaking on the "political machine" activities of David K. Niles, administrative assistant at the White House.

"No consistent critic of the administration has ever long survived on the radio," Rep. Bradley asserted. "For nine years radio has lived at the mercy of the FCC. A suggestion, a request, even a hint from anyone in the administration has the effect of a command on the radio broadcasters."

Rep. Bradley said that at any time the administration wants anything the radio bends over backward to give it. "The radio has to" he added. "Mr. David K. Niles, as well as Mr. Elmer Davis, knows that. And Mr. James Lawrence Fly is ready at any time to crack the whip."

The Michigan Congressman was speaking at the time on a question which he had addressed to his colleagues: What are the Avenues of Free Speech in America? followed by his own answer of the radio, movies, press and other publications.

Shortly after the FCC had entered the discussion on the floor, attention was drawn to Gardner Cowles Jr.'s position as an OWI deputy administrator and his onetime activities in behalf of the candidacy of Wendell Willkie. Rep. Bradley charged Mr. Cowles with obstructing permission for a 100-watt station in Rep. Bradley's district in Michigan to receive night operation

Labor Board Orders WOV to Reinstate 26 Employes and Pay Them Back Wages

AN ORDER for WOV, New York, to reinstate 26 employes discharged after a strike in December 1940 was issued by the National Labor Relations Board last Friday, in a decision that upheld the American Communications Assn. (CIO) Local 16 on almost every point of the dispute. The station was instructed to pay back wages to the former employes dating from Dec. 5, 1940.

The 2½-year-old case went to the NLRB after the Bulova-owned station had discharged the union members then on strike, with a charge that they committed sabotage to keep WOV off the air. An Intermediate Decision was issued by an NLRB trial examiner April 25, 1942, and was sustained for the most part by the board on appeal.

Started in 1940

Trouble between WOV and the ACA arose, the NLRB report said, in September 1940 when Sanford H. Cohen, WOV general counsel and treasurer, notified the union that the station was abrogating the announcer contract and later the technician contract. ACA asked to represent certain miscellaneous employes, including page boys, censors, telephone operators, stenographers and other personnel. Failure to agree resulted in the strike and dismissals.

NLRB Friday, ruling in favor of the union, ordered WOV to bargain collectively with ACA as exclusive representative of all announcers, including program director; technicians, including chief engineers; sound-effects men, and miscellaneous station personnel except salesmen, musicians, publicity men, station managers, executives and officers.

The Board ordered WOV to cease discouraging membership in labor organizations. The station was told to post 60 days' notices setting forth that employes are free to join ACA.

Total amount in back wages that the order obliges WOV to pay is yet to be computed, although ACA claims it will reach $50,000. The NLRB order stated the employes were to be rehired, with present employes being dismissed if necessary, and that they were to be paid the sum they would have earned, less whatever they earned elsewhere.

Representatives of WOV pointed out that the sum involved would be difficult to determine "since no one can tell how much these people earned in the interim", but Mr. Cohen said $50,000 "seems exaggerated."

The board denied full repayment to five additional station employes who left their jobs, although some compensation was ordered in several of these cases. Sole exception was Robert E. Study, chief engineer of WOV. NLRB said he was guilty "of deceptive acts inconsistent with his duty to respondent", and his reinstatement was not ordered.

The order gives WOV 10 days in which to comply, before the board will take the case to Circuit Court to compel compliance. Mr. Cohen said Friday that he had not yet studied the order for WOV, but that he felt the board's opinion on Mr. Study should have held for the other discharged employes also.

TO PROMOTE recruiting of WAVES and SPARS, a weekly quarter-hour program featuring Mary Astor and the Coast Guard band with Rudy Vallee directing, was started on CBS Pacific stations, April 3, Saturday, 6:30-6:45 p.m. (PWT). Ted Bliss is producer.

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Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.
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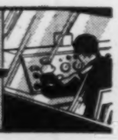
U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SAVE TIME AND MONEY
New
LONGRAM
100 WORDS
FOR TWICE THE COST OF A TEN WORD FULL RATE TELEGRAM
FULL DETAILS AT ANY OFFICE
Postal Telegraph

in the CONTROL ROOM



CHARLES SPRIESTERSBACH has joined the engineering staff of KDB, Santa Barbara, having received an honorable discharge from the Navy after being injured in action in the Solomons.

NELSON SMITH, supervisor of CBS studio technicians and a former assistant supervisor, has left the network to take a commission in the Army as a captain. George Hayward, an apprentice technician for WABC, CBS New York outlet, has also joined the Army. A new member of the network's engineering operations department is F. Telewski, who will be a technician in WABC maintenance and construction dept.

BILL PATTERSON, control operator of WCSC, Charleston, S. C., and John B. Hearne, salesman, have received third-class engineer's licenses following an examination in Savannah. Both will be assigned shifts at the transmitter. James Weaver, chief engineer until recently, has joined WMAL, Washington.

VIC MUCHER, of Clarostat Mfg. Co., Brooklyn (radio equipment) has been appointed a consultant to the Radio & Radar Div. of WPB, on a dollar-a-year basis.

THEODORE GEMP has succeeded Allison Burnham on the engineering staff of WHOM, Jersey City.

BILL MARKWALDER, engineer of WOWO-WGL, Fort Wayne, Ind., recently married Winifred Gearhart, of Fort Wayne.

FRED U. WAMBLE, chief engineer of KGVO, Missoula, Mont., is editing and distributing a five-page mimeographed weekly news bulletin, *The Buffer*. The bulletin serves as an idea exchange for technical men and goes to members of the enginering staff of all northwestern stations.

JOHN M. ZIEGLER, of Crystal Products Co., Kansas City, Mo., has been appointed to the National Quartz Crystal Industries Advisory Committee of WPB. He has for some time been a member of the Crystal Standardization Committee.

in BALTIMORE
and the Central Atlantic States

WBAL
WHEN YOU BUY WBAL
YOUR SALES GO UP

Edward Petry & Co., National Representative

DAILY COUNT by AWVS members of money which students of over 70 elementary schools have paid for War Stamps and Bonds, is witnessed by Ed Jansen, new manager of KSFO, San Francisco. Novel purchase plan is staged by the station and the AWVS. Daily an AWVS committee in a station wagon visits about 20 schools to bring War Stamps financed by KSFO, collect proceeds, and exchange filled stamp books for bonds. As bond issuing agent, KSFO puts on *Youth Makes a Record*, Saturdays, 4:30-5 p.m., interviewing student winners of the station's drawing, essay and jingle contests. Kids get discs of their parts on the program to play at school assembly. First quarterly report shows the school children bought $74,500 worth of bonds and stamps totaling $114,321.

Hetland to War

JULIUS M. HETLAND, WDAY, Fargo, chief engineer, has received a leave of absence to work in a submarine detection project at the Airborne Instruments Laboratory of the Columbia University division of war research, Mineola, Long Island. Mr. Hetland designed and constructed much of WDAY's equipment.

MARK TOALSON, engineer of WSB, Atlanta, is back at work, having recuperated from tonsil and appendicitis operations.

CHARLES DROCK, engineer of WIP, Philadelphia, is the father of a boy born March 22.

KEN BURNETT and Ted Lewis have joined the operating staff at CKMO, Vancouver.

LOYD C. SIGMON, chief engineer of KMPC, Beverly Hills, Cal., has been commissioned a captain in the Army and is assigned to Signal Corps training at Fort Monmouth, N. J.

MAURICE SCHMITZ, master control operator of KHJ, Hollywood, is the father of a boy born March 26.

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina

L. O. HATFIELD, chief inspector of Universal Microphone Co., Inglewood, Cal., has been promoted to supervisor of the plug department.

HARRY ESSMAN, sound effects man of CBS Hollywood, has resigned to join RKO Radio Pictures engineering staff.

ROBERT BROWN has left Pearltone Transcriptions, Des Moines, Ia., to join the transmitter staff of WJTN, Jamestown, N. Y. Joseph Gering has left to accept a similar job at KTRI, Sioux City, Ia.

JOE PETERS, engineer of WMRN, Marion, O., is to join the armed forces soon.

GEORGE KRAVITZ has joined the control staff of WNYC, New York.

MAYNARD DUVALL, engineer of WLVA, Lynchburg, Va., before joining the Army, is in the Signal Corps OCS.

GE Appointments

TO HELP industry with electronic application problems, G-E has appointed 18 industrial electronic specialists in G-E offices throughout the country, announces J. E. N. Hume, commercial vice-president of the company. They are: I. C. Diefenderfer and D. C. Hierath, New York City; J. F. Getz, Philadelphia; A. J. Moore, Boston; W. B. Frackelton, Chicago; L. E. Donahue, Los Angeles; J. A. Setter, Denver; I. F. Conrad, St. Louis; A. D. Boardman, San Francisco; L. B. Parsell, Detroit; L. R. Elder, Portland, Ore.; Frank C. Neal Jr., Dallas; R. H. Jackson, Atlanta; K. H. Keller, Cleveland; R. C. Norris, Cincinnati; A. M. Dawson, Pittsburgh; B. Cogswell, Buffalo; L. F. Stone, Newark.

WAR NEED STRESSE IN RCA TUBE GUID

FOURTH EDITION of RCA *Guide for Transmitting Tu* just issued, has become an eff tive instrument of war, accordi to the company. It contains pages of circuit designs, pho and technical details pointed es cially to needs and interests of gineers and technicians in armed services and war industri

Because of increased war ne and the subsequent shortage power tubes, RCA explains that increasing need exists for tech cians to know how to choose right tube for the job at hand a also how to get maximum servi from all tubes in use. The *Guide* obtainable from all RCA pow tube distributors or direct fr Camden.

Spanish for War Worke

KMOX, St. Louis, one of the f stations which started the *Le Talk Spanish series*, made availa in transcription form by the ra programs department of Time I [BROADCASTING, March 22], ported many requests from liste ers wishing copies of the Spani word list. KMOX has decided broadcast the program on Mond at 2:40 a. m. for war workers, addition to the Tuesday eveni 9-9:15 period.

NBC Capital Setup

EUGENE JUSTER has left continuity acceptance departme of NBC's New York offices to sume direction of a similar depa ment recently organized by NBC Washington. Other changes in department include the promoti of Joe Mason to the position assistant editor, and the appoi ment of Claudia Joiner as st editor, both working under Sto ton Helffrich, department head.

AIR FORCE Program, originati from the Santa Ana air base and f merly heard on CBS as *Soldiers W Wings*, shifts to Mutual, starting A 14, when it will be heard Wednesd 9:15-9:45 p.m. Motion picture st interview fliers stationed at the ba with Ray Molan's orchestra providi music.

JOHNNY KUCERA, former assista timebuyer of Young & Rubicam, N York, and previously business m ager of the agency's radio departm has been inducted into the Ar Kucera was assistant to Thomas Harrington, vice-president and rector of radio at Y & R.

TO MEET war requirements for m capacitors, Aerovox Corp., New B ford, Mass., opens a second plant Taunton, Mass. These enlarged p duction facilities will virtually dou the firm's mica output, which has be running into hundreds of thousan of units weekly.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.
CFN Signal streng increas 25%

New FCC Action Gives Aid to FM

Two Operating Requirements Dropped, Shortages Eased

A SECOND action to support FM operation and assist it to a speedy start after the war was taken by FCC last week when it suspended two operating requirements for FM stations and substituted less exacting provisions designed to ease the pressure of shortages in materials and especially in skilled personnel.

The first move came in February when the Commission adopted policies under which FM and television applications will be protected for the duration, and permitted applicants for stations in these classes to apply for reinstatement in cases where applications had been surrendered or dismissed pursuant to the equipment freeze order of last April 27 [BROADCASTING, March 1].

Substitute Provisions

Under these more liberal wartime policies the FCC last week granted licenses to cover construction permits to CBS for W67NY, New York, and W67C, Chicago.

Substitute provisions were adopted for parts of Commission rules requiring FM stations to maintain a regular daily operating schedule, except Sundays, of at least three hours between 6 a.m. and 6 p.m. and at least three hours between 6 p.m. and midnight, local standard time, and to broadcast during each scheduled period at least an hour's program not duplicated simultaneously in the same area by either a standard or an FM station. The more flexible requirement permits a minimum service daily, except Sunday, of six hours during any portion of the broadcast day and permits the transmission of two hours of unduplicated programs during any part of the broadcast schedule.

Two weeks ago the Commission approved a plan whereby four Philadelphia FM stations will operate a cooperative plan of broadcast rotation by which each station will stay on the air regularly for eight hours one day a week, with the three remaining days taken in rotation. Equipment and spare parts will be pooled and used as the need arises. [BROADCASTING, March 22].

Section 3.229, suspended, with no substitute provision adopted, provided that:

"Within 1 year of the date of first regular operation of a high-frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor."

This rule, which permitted a check of the actual service area with predicted area at time of license issuance and data on which to base power adjustments if required, necessitated much time of skilled personnel and use of measuring equipment installed in a truck or automobile.

AP

WESX, Salem, Mass.

. . . have just started AP and already your Telescript features alone have landed enough new sponsors to pay for the entire service.

Charles Phelan,
President.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

JIM HURLBUT, a master technical sergeant in the Marine Corps when he dropped into Washington last week between lectures on Guadalcanal, left this week for Hollywood a second lieutenant. Bar came when his fine work as a combat correspondent in the Solomons was recognized. He was sworn in by Brig. Gen. Robert L. Denig, director, Division of Public Relations, Marine Corps. Lt. Hurlbut, former head of the WJSV, Washington, news department and before that with the *Washington Post*, will be technical adviser on 20th Century-Fox's film based on Richard Tregaski's best-seller, *Guadalcanal Diary*.

Whiteman Honored

PAUL WHITEMAN, newly-named BLUE director of music, will be honored by a number of his proteges and colleagues in the music and radio fields, in a special hour and a half broadcast on BLUE April 10, entitled *Salute to Paul Whiteman*. Participants will include current BLUE artists who got their start in the entertainment world through Mr. Whiteman.

Colgate Changes

WHEN the *Al Jolson-Monty Woolley* show, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City shifted to Hollywood March 30, it presented a new singer, Jo Stafford; a new orchestra, Gordon Jenkins'; and a new announcer, Carlton Kadell. Program is heard Tuesdays, 8:30-9 p.m. Agency is Sherman & Marquette, New York.

TWO-WAY FM RADIO
Installed in Schenectady Police Cars

TWO-WAY FM radio equipment, developed by G-E, has been installed in Schenectady, N. Y., police cars. With the new system, police can carry on two-way communication between patrol cars directly, whereas using the old A-M system it was necessary first to talk to headquarters which would relay the conversation to the other car.

In addition, the FM system overrides static from high-power electric lines and picks up weaker signals than the old equipment. Included among the features of this new equipment is the "iron core", or inductive tuning—closely controlled movement of an iron core in and out of a small form-wound coil. This permits easier, more accurate tuning and reduces effects of car vibration. The improved system has also reduced receiver battery drains by 35% and increased the effective communication range.

DAYTIME NEWSCAST TO LATIN AMERICA

LATIN AMERICAN listeners will be able to get American Government shortwave programs in other than the customary late afternoon and evening periods for the first time, under a new shortwave schedule to be instituted by the Office of the Coordinator of Inter-American Affairs around the first of April.

Through a daily newscast transmitted from KGEI, San Francisco, from 1:15 to 2:15 p.m. (EWT), the CIAA expects to reach Latin Americans during the siesta hour, a period extending from 1 to 3 p.m., when the custom is to dine, relax or seek recreation before taking up the afternoon's chores. Heretofore the CIAA has confined its shortwaving to the 5 p.m. to 2 a.m. period, the Office of War Information using the country's Government-leased transmitters for the remaining hours.

The hour-long program on KGEI will consist of straight news and features in English. General Electric Co. owns the 50,000-watt station.

Fox Film Buys 12

TWENTIETH CENTURY Fox Film Corp., New York, bought time on 12 stations in the New York area to promote the opening of "The Moon Is Down". Movie firm used 147 announcements on WABC WOR WMCA WNEW WQXR WHN WEVD WLIB WOV WINS WBNX WHOM. Kayton-Spiero Co., New York, is the agency.

Canada Rule Modified

RECENT Canadian Government order banning liquor advertising has now been modified and interpreted by a Government official as permitting brewing and distilling firms and wineries to advertise their financial statements and such matters, but not permitting them to advertise their products of alcoholic beverages. They may also place contributory advertising if, in the opinion of the Minister of National Revenue, such advertising is in the public interest.

The
TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

". . . that extra something that makes these programs welcome to the Program Department, and a refreshing change to the announcer." KPRO

- From the ASCAP Radio Program Service there are available, without cost to any ASCAP-licensed station, programs which are entertaining and salable. If you have an ASCAP license both your Program and Commercial Departments will welcome these shows. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Where Sales Multiply

Air Castle of the South
W
E
50,000 WATTS
CLEAR CHANNEL

WSM
NASHVILLE, TENNESSEE •
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

The Northwest's Best
Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC — Natl. Rep.

"LIKE A BEACON IN THE NIGHT"
930 Kc.
KSEI
POCATELLO, IDAHO
— NBC —
National Representatives
The Walker Co.
Homer Griffith Co.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
MBS
Represented by SPOT SALES Inc.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 27 TO APRIL 2 INCLUSIVE

Decisions . . .

MARCH 30

KFAR, Fairbanks, Alaska—Denied special service authorization change equipment, operate 660 kc., 10 kw., unlimited, to June 1, 1944.

WBYN, Brooklyn—Denied special service authorization move main studio to New York.

KWLC, Decorah, Ia.—Granted license renewal, regular period.

WSOC, Charlotte N. C.—Same.

WLOK, Lima, O.—Same.

WBAX, Wilkes-Barre—Granted 90-day extension temp. extension license pending decision in so-called Wilkes-Barre cases.

WKBZ, Muskegon, Mich.—Denied reconsideration of designation for hearing application for mod. license and grant of license without hearing.

W67NY, New York—Granted license cover CP in part for new station; conditions.

W67C, Chicago—Same.

Associated Broadcasters Inc., San Francisco—Granted CP new international broadcast station using 6060, 7230, 9570, 11870 15290, 17760, 21610 kc.; A3 emission; 50 kw.; sharing with WBOS-KWID on 6060, 9570, 11870 kc.; sharing with KWID on 7230, 15290, 17760, 21610 kc.

MARCH 31

KMAC, San Antonio—Granted renewal license for period April 1, 1943, ending not later than April 1, 1945.

WHQ, Mackinac Island, Mich.—Granted continuance hearing from March 30 to April 30, re application license renewal.

WOKO Albany, N. Y.—Same, April 14 to June 1, 1943.

WLAN, Endicott N Y.—Same for mod. CP, from April 1 to May 4, 1943.

KINY, Juneau, Alaska—Granted motion for leave amend application for mod. CP to request frequency 1460 instead 1050, 5 kw., remove application from hearing docket.

WKBN, Youngstown, O.—Granted mod. CP as mod., authorizing power increase, etc., extend completion date.

APRIL 1

WNAC, Boston—Granted mod. CP move transmitter locally, change DA for N use, extend commencement and completion dates 60 and 120 days respectively; conditions.

WALB, Albany, Ga.—Granted continuance of further hearing re applications for license renewal, etc., from April 5 to April 19, 1943.

Applications . . .

MARCH 29

WKBN, Youngstown, O.—Mod. CP, as mod. for power increase new transmitter, etc., extend completion date.

W9XYH, Duluth, Minn.—License for Temp. class 2 exp. station.

KPAS, Pasadena — Dismissed without prejudice, mod. CP for 5-kw. transmitter, DA-DN, extend completion date.

APRIL 1

W39NY—License cover CP for FM broadcast station.

WORK, York, Pa.—Mod. CP, as mod. for DA-N, extend completion date.

KCMO, Kansas City, Mo.—Mod. license change 1 kw. N, 5 kw. D to 5 kw. D-N, DA-N.

KICD, Spencer, Ia.—Mod license move main studio locally.

WFAS, White Plains, N. Y.—Dismissed renewal application as unnecessary.

W4XGG, Winston-Salem, N. C.—Dismissed application for extension completion date on mod. CP for new ST station.

Reinstatement of FM and television applications (March 27-April 2): **W71RF, Rockford, Ill.**—Mod CP change type transmitter, etc.; **NEW, Indianapolis Broadcasting Inc., Indianapolis, Ind.**—CP new broadcast station, 45300 kc., coverage 13,640 sq. mi; **W51SL, Lexington, Ky.**—CP for reinstatement of CP as mod., authorizing new FM station, 45100 kc., covering 6,300 sq. mi.; **NEW, Metropolitan Television, New York**—CP new commercial television station, channel 8, 162000-168000 kc., A5, special emission for FM, ESR 721, unlimited; **NEW, United Broadcasting Co., Cleveland**—CP new FM station 48500 kc., coverage 8,420 sq. mi.

Tentative Calendar . . .

WGKV, Charleston, W. Va.—Oral argument on CP, 1490 kc., 250 w., unlimited. (April 7).

WLW, Cincinnati—Mod. license, 700 kc., 50 kw. N. 500 kw. D, unlimited, using W8XO transmitter (April 9).

Kendall Wounded

LEE KENDALL, formerly page boy of NBC Hollywood, now in the Marines, was wounded while on active duty with submarine raiders in the Pacific war area and is recuperating at the San Diego (Cal.) Naval Hospital. He sustained a leg wound in one of the engagements and was later cited for bravery. Kendall left NBC more than a year ago to enlist in the Marines. He took part in the attacks on Marshall and Gilbert Islands and other enemy held possessions.

Network Accounts

All time Eastern Wartime unless indicated

New Business

KERR GLASS Mfg. Co., Glendale, Cal. (Mason jars), on April 3 started for 13 weeks participation in *Breakfast At Sardi's* on 17 BLUE Pacific and Arizona stations, Sat. 9:30-10:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

GILLETTE SAFETY RAZOR Corp., Boston, on April 2 sponsored Henry Armstrong-Beau Jack boxing bout on 211 MBS stations, 10 p.m. Agency: Maxon Inc., New York.

FISHER FLOURING MILLS Co., Seattle (Zooms), on March 31 started for 13 weeks, *By the Way*, with Bill Henry, commentator, on 6 NBC Pacific stations (KFI KPO KGW KHQ KMJ KOMO), Wed., Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Pacific National Adv. Agency, Seattle.

ADAM HAT STORES Inc., New York (men's hats), on April 12 only sponsors Jimmy Bivens-Pat Valentino bout on 17 BLUE Pacific Coast and Mountain stations, 10 p.m. Agency: Glicksman Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on March 27 shifted the product advertised on *Truth or Consequences* from Ivory Soap to Duz on 105 NBC stations, Sat., 8:30-9 p.m. Agency: Compton Adv., N. Y.

DOMINION OF CANADA, Dept. of Finance, Ottawa (4th Victory Loan), on April 14 starts for five broadcasts *Victory Loan Hour* on 57 Canadian Broadcasting Corp. stations Wed. 9-10 p.m.; on April 18 for five broadcasts French edition of *Victory Loan Hour* on 14 CBC French stations, Sun. 8-9 p.m. Agency: Advertising Agencies of Canada, War Finance Corp., Toronto and Montreal.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 6 starts for 52 weeks, *Scramby Amby* on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Wed., 9:30-10 p.m. (PWT). Agency: Franklin Bruck Adv., N. Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm), on April 3 discontinued *Campana Serenade* on 53 NBC stations, Sat., 10:15-10:30 p.m. Agency: Wallace-Ferry-Hanly, Chicago.

GENERAL FOODS Corp., New York (Jell-O), on April 16 shifts *Kate Smith Hour* on 116 CBS stations, Fri. 8-8:30 p.m., with West Coast repeat, 9-9:30 p.m. (PWT) from New York to Hollywood for 3 weeks or more; shifts *Kate Smith Speaks*, same date, on 73 CBS stations, Mon. thru Fri., 12 noon-12:15 p.m., from New York to Hollywood for 3 weeks or more. Agency: Young & Rubicam, N. Y.

EMERSON DRUG Co., Baltimore (Br Seltzer), in early July adds 42 CBS tions to *Vox Pop*, making a total of CBS stations, Mon., 8-8:30 p.m. Age Ruthrauff & Ryan, N. Y.

BROWN & WILLIAMSON Tobacco C (Raleigh cigarettes, tobacco), on M 30 shifted the weekly NBC *Red Skelto Co.* from Hollywood to New York, T 10:30-11 p.m., for 5 weeks.

LEVER BROS Co., Cambridge (S soap), on Mar. 23 shifted Burns & A on 114 CBS stations, Tues., 9-9:30 p from New York to Hollywood. Age Young & Rubicam Inc., N. Y.

Renewal Accounts

BROWN & WILLIAMSON TOBAC Co., Louisville (Sir Walter Raleigh p tobacco, Raleigh cigarettes), on Apri renews *Red Skelton* for 52 weeks on NBC stations Tuesdays, 10:30-11 p.m.; April 30 renews (for Wings cigar *People Are Funny* for 52 weeks on 66 N stations Fridays, 9:30-10 p.m. Agen Russel M. Seeds Co., Chicago.

NESBITT FRUIT PRODUCTS Inc., L Angeles (beverages), on April 6 re for 13 weeks Fulton Lewis Jr. on 15 Lee western stations, Tues., Thurs., 9: 10 p.m. (PWT). Agency: M. H. K Adv. Agency, Los Angeles.

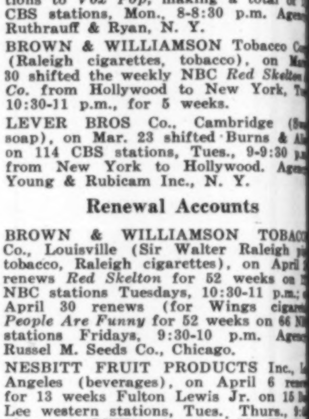
STUDEBAKER SALES Corp., So Bend, Ind. (institutional), on April 1 newed for 13 weeks Norman Nesbitt, ne caster, on 33 Don Lee Pacific stati Mon. thru Sat., 5:30-5:45 p.m. (PW Agency: Roche, Williams & Cunnyngh Chicago.

A. S. BOYLE Co., Los Angeles (Old E lish products), on May 4 renews for weeks, *Fleetwood Lawton—News Ana* on 6 NBC Pacific stations (KFI K KGW KOMO KMJ KHQ), Tues., W 8:15-8:30 p.m. (PWT). Agency: J. Wa Thompson Co., Los Angeles.

TEN TOP TUNES

THE top ten tunes from the sta point of network audience cover during the week ended March according to the copyrighted Au ence Coverage index survey of Office of Research-Radio Divisi New York, are as follows:

That Old Black Magic
I've Heard That Song Before
You'd Be So Nice to Come Home To
Taking a Chance on Love
Don't Get Around Much Anymore
Brazil
As Time Goes By
Hey, Goodlookin'
It Can't Be Wrong
Moonlight Becomes You



RAYMOND M. WILMOTTE, co sulting radio engineer and design of the first directional antenna f standard broadcasting, has mov his offices and laboratories fro the Bowen Bldg. to building in mi town Washington. The new loc tion is 1469 Church St. NW, fo merly owned by Westinghouse a used for air conditioning demo stration equipment.

Wilmotte Lab. Inc. is devoti virtually all of its facilities Army and Navy development a communications work. Mr. Wi motte has a staff of 18.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nnouncer—For general staff work. Some news experience desirable. Good pay and permanent job for right man. Five KW NBC affiliate. Send full details to WSJS, Winston-Salem, N. C.

alesman—For 5 KW regional in large Southern city. Must have good sales record and good background. Drawing account against commissions. Possibilities unlimited for good man. Give full details and draft status. Box 467, BROADCASTING.

ales Manager—Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 469, BROADCASTING.

ngineer—For Chicago Recording Studio—man or woman. State experience, draft status and salary required. Box 476, BROADCASTING.

eneral Sales Manager—For Regional Network of five Mutual stations. Give experience and references in original application. Permanent position for some one progressive and promotional minded. Box 478, BROADCASTING.

alesman—Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 479, BROADCASTING.

pportunity—For two dependable radio men, sell and announce . . . salary and commission. Mutual station. Army Camp town. Tell all. Manager, WJZM, Clarksville, Tenn.

irst, Second, or Third Class Operator—No experience necessary. Give personal details. Apply Box 482, BROADCASTING.

xcellent Positions Open—For first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 485, BROADCASTING.

NGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 486, BROADCASTING.

nnouncer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

IME SALESMAN—Texas station. Sell yourself in application letter. Box 487, BROADCASTING.

nnouncer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 481, BROADCASTING.

NNOUNCER-ENGINEER — Any ticket. Permanent. Box 488, BROADCASTING.

Situations Wanted

SALESMAN—Now employed Eastern basic station, 26—3-A—desires change with market. Prefer East or South. Box 470, BROADCASTING.

EXPERIENCED ANNOUNCER; CHIEF ENGINEER—Of regional affiliate. Both deferred. Seek advancement. Together or singly. East preferred. Box 472, BROADCASTING.

Operator—39, 3A, 1st teleg. and 1st phone licenses. No broadcast or phone experience but smart as a whip. 20 years in communications, mostly operating. Please state salary and prospects. Box 468, BROADCASTING.

Announcer—20, 4-F, 50 KW experience, college degree. Desires permanent position with progressive network station. Box 491, BROADCASTING.

Wanted—Congenial intelligent employment at salary conducive to mutual satisfaction. Ten years experience, announcer, newscaster, producer, programming. College degrees. Draft deferred. Box 466, BROADCASTING.

Salesman-Announcer—Four years experience; guaranteed time seller; now employed; married; draft exempt; available immediately. Box 473, BROADCASTING.

PROMOTION, PUBLICITY—Three years large network stations. Employed. Two years college, 4-F, 23, unmarried. Move any place; prefer West or South. Box 475, BROADCASTING.

EXPERIENCED WOMAN—Idea creation, production, public relations, selling. Outstanding record in music. Rich, well-modulated voice. Ideal for combination position small station; specialized endeavor in larger station. Fair salary. Write Box 480, BROADCASTING.

Engineer—Transmitter and/or control with 5 kw midwest station. Box 490, BROADCASTING.

Operator—With Radiotelephone first class, desires position. Permanently deferred. Write A. Zambakian, 1259 Gaylord, Denver, Colorado.

Experienced Woman Contract Writer—Good at copy, too. Excellent selling radio voice. References. Box 471, BROADCASTING.

Continuity Writer—Producer. Young. New ideas. Outstanding background. Draft exempt. Anywhere. Box 489, BROADCASTING.

Program Director—Woman, well-known throughout the industry. Has written, produced and directed all types of programs. Formerly in charge of women's activities on leading 50 kw station. Solid record of commercial accomplishment. Box 474, BROADCASTING.

Salesman — Commercial Manager — Solid background in national and local sales. Magazine and newspaper as well as radio experience. Reliable, industrious, sober. Excellent references. Draft exempt. Box 492, BROADCASTING.

So you want a Program Director Who can Announce?—a 4-F man of 27 with ten years' experience in every branch of show business, over five in radio, wants a job. Experience plus ideas—a sure-fire combination. Ramsay Williams, 1513 North Western Ave., Hollywood, California.

Wanted to Buy

Responsible party interested in buying radio station—Send full particulars. Box 484, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in Eastern or Northern U. S. Full particulars will be confidential, include in first letter to Box 483, BROADCASTING.

For Sale

Complete Broadcasting Plant—Consisting of modernized 1,000-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-1 shape, ready for use. Box 477, BROADCASTING.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

★

WANTED

Immediately

- First class engineer with ability to announce—$50 per week.
- Dependable announcer with restricted license—$40 per week.

write - wire - phone

Edwin Mullinax, Manager

WLAG, LaGrange, Georgia

AFM-WFIL Pact

WFIL, Philadelphia, has negotiated a new contract with Local 77, American Federation of Musicians, providing for a $2 weekly increase in pay for members of the studio orchestra. The contract, which is effective until March 1944, continues Norman Black as music director of the station. In addition, the working year for the studio orchestra was extended from 45 to 48 weeks. The musicians' union has entered into negotiations with WIBG, Philadelphia, to employ a studio orchestra. The station expects to go into fulltime operation with 10,000 watts about April 20.

Wanted

● 250 - watt non - network station in lively southern city needs announcer-newscaster familiar with turntable operation. Want man who is adept at ad-libbing and capable MC. To a good reliable man of draft deferment we offer a permanent connection and pleasant surroundings. Write immediately giving full particulars and salary you'll consider. Address Box 465, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM-Record Industry Impasse Reaches Last-Ditch Stage; To Confer April 15

LEFT NO ALTERNATIVE except direct appeal to the Government, record and transcription manufacturers will meet with AFM President James C. Petrillo in New York April 15 in a last-ditch effort to settle the recording strike in force since Aug. 1.

Openly nettled over the AFM president's delaying tactics and his charges of "bad faith", the representatives of the record manufacturing and transcription companies nevertheless felt that one further effort should be made to bring about an amicable compromise. The AFM Board and its president have flatly rejected all previous efforts for a truce pending negotiations on a collective bargaining basis.

Fixed Royalty Plan

The Petrillo plan for a fixed fee royalty basis of payment on recordings, to be paid into an unemployment relief fund for musicians, is the only proposal pending since the recording industry offered no alternative proposal and the AFM Board has announced no variation of that plan.

Whether the whole matter will be submitted to the War Labor Board for consideration, in the light of strong contentions that it is impeding the war effort, remained problematical last week. The prevalent view, however, was that no steps would be taken either way until after the April 15 meeting at the Hotel Ambassador, New York.

Similarly, Congressional follow-through was in suspended animation by virtue of the illness last week of Chairman Clark of the Senate Petrillo Probe Committee. Hearings on the Clark resolution, looking toward sttlement of the strike, were recessed last January after the AFM head and his chief counsel had appeared for two days, with a long list of witnesses in opposition on the schedule. Action was taken by the committee in the hope that some amicable agreement would be reached by negotiation so that further hearings or legislative action might be averted. At this writing that hope appears to have gone glimmering and it was thought that hearings might be resumed shortly, though probably not until after the April 15 conversations.

On the litigation front no indication of court action is seen for at least another month, since a 30-day postponement in the filing of pleadings in the Department of Justice anti-trust suit against AFM was authorized last week. On the plea of AFM Counsel Padway, unobjected to by the Department of Justice, Federal Judge John P. Barnes authorized a 30-day extension—until April 28—for the filing of the AFM answer to the bill of complaint.

The suit is the second brought by the Government against AFM, the first having been dismissed by Judge Barnes last fall as a "labor dispute." The new case sets up irreparable injury which would be done to many small stations unable to continue operation without transcriptions and recordings. Not a wheel has turned on new recordings since the strike became effective Aug. 1, and stations have been feeding on backlogs built up by companies prior to the strike.

In agreeing, presumably because they felt no other course was left open, to the Petrillo ultimatum for an April 15 session, the transcription and record companies wired the AFM head as follows on March 30:

> "We are replying to your telegram of March 25 addressed on our behalf to Mr. Lawrence Morris, accepting our proposal for a meeting as requested in our wire of March 19. It is regrettable that you find it impossible to meet with us until April 15, but since that is your earliest date, we shall arrange to meet with you, on that day at 2 o'clock in the afternoon at the Hotel Ambassador in New York."

The telegram was signed by the 11 companies which have been parties to the conversations from the outset, and bore the signature of Judge Lawrence A. Morris, of Camden, RCA Victor Division attorney.

Pepsi-Cola Renews

PEPSI-COLA Co., New York, on April 2 renewed its 12 participations on Arthur Godfrey's program on WABC, New York. Firm participates Tuesday through Friday on the 6:30-6:45 a.m. period, and Monday through Saturday, 7-7:45 a.m. Newell-Emmett Co., New York, handles the account.

Favor 'Radionics'

ACCORDING to the results of a private poll conducted by Com. E. F. McDonald Jr., president of Zenith Radio Corp., Chicago, American newspaper and magazine editors, by a ratio of 9 to 1 prefer the word "radionics" to "electronics" as the name for the industry developed from the principle underlying the radio tube. Scientists, according to the survey, favored the term by a margin of 2 to 1. Returns were received from 68 editors and 202 scientists in reply to a letter sent by Com. McDonald in which he called attention to the inadequacy and foreign origin of electronics in contrast to the aptness and Americanism of the term "radionics".

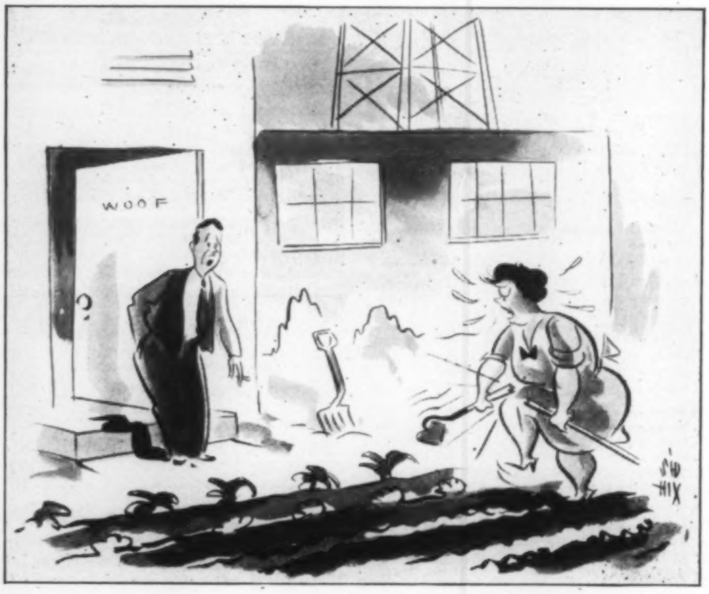
PA Opens Radio Bureaus In Boston and Memphis

REGIONAL radio news bureaus have been established by Press Association, radio subsidiary of Associated Press, in Boston and Memphis, Oliver Gramling, assistant general manager of PA, announced last week.

The Boston bureau will be in charge of Maurice F. Hamilton, veteran New England editor and formerly with WTAG, Worcester, while Ken Rush, former AP staff man in Louisville, Frankfort and Indianapolis, heads the Memphis bureau. Mr. Rush has been on the PA radio news desk in New York the last year.

WLBC Joins CBS

WLBC, Muncie, Ind., on April 1 joins CBS as a special supplementary station, available with the basic network. Owned and operated by Donald A. Burton, station manager, WLBC operates fulltime with 250 watts on 1340 kc. Base network rate per nighttime hour is $50.



Drawn for BROADCASTING by Sid Hix

"I'm Through! They Didn't Tell Me Their 'Kulinary Kate' Had to Raise the Food as Well as Tell How to Cook It!"

FCC Simplifyi Forms, Says F

Chairman Estimates Reduct Of "More Than One Half"

INDIRECTLY taking cogniz
of the Bureau of the Budget sc
iny of questionnaires and fo
of the FCC, Chairman James L
rence Fly last Monday said
Commission for several years
been trying to simplify its for
The comment was at a press c
ference Monday following publi
tion in BROADCASTING of a detai
story (March 29) on the Bud
Bureau's study looking tow
elimination of unnecessary and
authorized surveys of all sorts

Mr. Fly said the Commis
was bending every effort to m
its forms as simple as possi
He cited the forms sent to sm
stations to find out "how they
getting along financially, in
light of the war emergency."

"I have no doubt that comp
progress has been made on t
subject," the Chairman said.
think you may have noted that
times past we cut out a lot of
general material, information,
ders, and one thing and anot
that were circulated to a lot
people."

Chairman Fly estimated the g
eral output of Commission ma
rial is not more than half of w
it used to be. Thousands of na
have been cut off its mailing l
he said, presumably referring
Commission releases, rather th
questionnaires.

Apropos small stations, Cha
man Fly asserted at his press c
ference that he would present
complete financial picture of th
stations and of the industry, ba
on the Commission's questionna
survey of the last few weeks,
the NAB War Conference in C
cago April 27-29. These figu
relate to the "loser stations"
a comparison of their conditi
during war against peacetime
erations.

Fly Visits FDR

FIRST visitor at the White Ho
last Monday was FCC Chairm
James Lawrence Fly, who said
spent about 40 minutes discuss
"wartime communications pr
lems" with President Roosev
Mr. Fly refused to reveal the s
cific problems he brought to t
President's attention, but smili
commented, "they didn't chisel
on my time."

Peterson To Africa

RALPH PETERSON, of the Wa
ington news staff of NBC, has be
transferred to the network's st
of foreign correspondents
leaves shortly for the Afri
theater of war. He will broad
under the name of Ralph How
to prevent confusion with El
Peterson, of NBC's London st
Prior to joining NBC in 1941,
erson had served successively
the *Washington Times-Herald*
INS.

XUM

THE COST OF HALF-HEARTED SELLING

Sooner or later, advertisers in the Heart of America* run smack up against the fact that this is a half-rural, half-urban area . . . that both halves are equally important . . . and that to reach either without the other is to do a half-Hearted selling job.

It's possible, of course, to use a combination of stations to reach *both* halves of the Heart of America. Possible, but certainly expensive. And unnecessary, too, for KMBC *alone* will do the whole job.

KMBC—and no other station—supplies the two essentials of true listener coverage . . . signal strength that enables the whole area to *hear*—and programming that makes the whole area *listen.*

Other stations may offer one or the other of these essentials. Only KMBC gives you both. The proof is yours for the asking.

Is it wise to pay the *double* cost of half-Hearted selling jobs on two stations—when you can depend for a whole-Hearted job on one?

* The 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

Since 1928 . . . the Basic CBS Station for Missouri and Kansas

[The space below is provided for those who wish to figure how much more inexpensively the Heart of America can be covered by KMBC alone—than by *any* other equally effective combination of stations. You may already know the answers, having used KMBC. In that case, you may doodle or just skip it.]